

PRINTERS' INK

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VOL. CLVIII

NEW YORK, MARCH 10, 1932

No. 10

How the Consignment Plan Can Protect Dealer Profits

Coty Refuses to Sell Predatory Price Cutters and Backs Selected Retailers with Newspaper Program

By H. L. Brooks

Manager, Sales Department, Coty, Incorporated

THE problem of having our merchandise in the hands of desirable dealers only, has been of much concern to us ever since our business reached an unexpected and unprecedented volume.

In 1925 we came to the conclusion that steps had to be taken to correct undermining influences, and in the middle of that year we decided upon a selected distributors plan. Up to then we sold nearly all drug or dry goods jobbers. We eliminated all but 300 and found that for a year or two this idea worked well. However, as the need for volume increased, we discovered that many jobbers who had allied themselves to the 1925 plan began selling undesirable accounts without any regard for the consequences, which in turn created very deplorable retail conditions.

As such matters were called to our attention, we took the necessary steps to correct them, but were slowly coming to the conclusion that our change in policy had not gone far enough, and in January, 1931, we made another attempt to stabilize the market, to assure ourselves of the continued support of retailers by doing everything possible to bring them a profit on the sale of our goods.

The discount to jobbers was reduced. We believed this would prevent some of them from passing on to dealers an inducement as good as, or better than, the dis-

count which we offered them direct.

This move did help the situation, but throughout 1931 as business in general became worse and stores had to resort to all sorts of methods to maintain sales volume, we realized that we would have to take the "bull by the horns," if we wanted to correct the evils which were undermining our market.

The most serious one, as we saw it, rested in the fact that there were too many sources of supply. Hence, on the first of this year, we eliminated all jobbers, retaining the services of a few, however, who have been appointed sales agents. They are located strategically to serve the small dealer who prefers to buy locally instead of direct. These agents are under contract and our merchandise is shipped to them on consignment, thereby leaving the control of it in our hands.

We believe that under this new plan, we shall, at least to a great extent, be able to prevent undesirable retailers from getting hold of our goods easily or in large quantities, as they have in the past. If they can be stopped from using our merchandise as "bait," we are certainly going to stop them. We intend to go as far as possible in preventing dealers from using Coty products to attract people into their stores through the medium of cut prices, and then subjecting prospective buyers to high-pressure tactics in an

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endeavor to switch them to other articles, a great many of which are long-profit items and nationally unknown.

We intend to use every available legal and proper means to stabilize retail conditions, to prevent the sacrifice of our prestige and our reputation for quality by irresponsible dealers who try to pirate our ship of trade and then sink it.

We realize that existing conditions in our market call for strong measures and we are taking them. Our change in policy, of course, had to be explained to the trade, which has been informed that Coty products are available, either direct or through our sales agents, to any dealer who wishes to handle them properly. We pointed out in our announcement, the numerous selling advantages of our line—quality, rapid turn over, quick sales possibilities, and wide consumer demand and acceptance.

In addition, emphasis was placed on the protective measures we are taking to insure to the dealer our support in the stabilization for profitable sales, thereby affording him something to which he is so justly entitled. Before any dealer is sold, his attention is invited to our suggested retail prices, and we will not sell anyone whose own policy does not permit him to conform with ours.

We understand that after a dealer owns merchandise, the manufacturer can no longer dictate to him, but fortunately we have a perfect right to choose our customers is the strongest weapon find that anyone, large or small, is mishandling our products, we shall refuse to deal with him.

The right to choose one's customers is the strongest weapon that a manufacturer has to protect his interests, but he must make up

his mind when adopting a plan along these lines that the size of an order cannot be an influencing factor, for if he permits himself to be swayed by volume alone, he undermines his fundamental principles and tears down the founda-

MATCHLESS
IN THE WAY IT
MATCHES

There's Coty's Coty brand, of course, because Coty creates a round dozen divine blends. Frivolous women can't use a face powder that is actually made for every complexion. They want the elegant beauty of a perfectly matched, individual Coty skin. One skin—or any of the better skins.

This advertisement is printed by Coty, at the request of matchbox and match manufacturers, which have to follow the same standards as the quality brand.

Selective Distribution Encourages Coty to Advertise Reputable Dealers as Well as Its Products

tion on which he hopes to continue to build for the future.

We know from past experience that moderate changes in sales policies effect improvement, but when predatory price cutting becomes as prevalent as it has been in the last few years, drastic action, to the limit, must be taken.

On the first of this year, we deliberately eliminated from our books a number of accounts whose volume of purchases in 1931 amounted to a very considerable sum. We believe quite confidently that with due patience, and an improvement in general business which of course will help, after a reasonable time has elapsed, we shall get back as much if not

(Continued on page 102)

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Bruce Barton's Hat Is in the Ring

He Would Run for Presidency of These United States on a Platform
of Debunking the Job

By Bruce Barton

[EDITORIAL NOTE: For several years Robert Tinsman has been declaring that the advertising interests of the country should be represented in the President's Cabinet. And now comes another advertising agent, Bruce Barton, with the thought that an advertising man should be President. And he is willing to take the job! Mr. Barton's "candidacy" is announced in an article he wrote for the April *Cosmopolitan*, out today, and which is herewith reproduced, including the illustration, with special permission from *Cosmopolitan*.]

LATE last night Mr. John N. Wheeler and Mr. Grantland Rice telephoned to say they had decided to nominate me for President.

My first impulse was to dismiss such a suggestion, but a few words from Mr. Rice convinced me that the thing had gone too far. He pointed out that Tennessee, his native State, and mine, has had no great President since Andrew Jackson (Old Hickory), and that he had already written a theme song for the campaign, with the following refrain:

Old Hickory Barton
To triumph is sartin,
We're all true to thee,
Dear Old Hickory.

As no other candidate has a theme song, and as the power of a theme song to stir the masses has been fully demonstrated, I could see that I was in for it.

The Presidency has been characterized as the hardest job in the world, and much has been made of the fact that several Presidents have died in office. Actually, the Presidency should be a simple job, but it is needlessly complicated by extraneous details. Those Presidents who have died in office have died not from being President but from eating dinners, making speeches and doing many silly

things not at all related to the real function of the office.

If a President does even three things in four years he is a great President, as witness Roosevelt, who built the Panama Canal, stopped the Russo-Japanese war and settled the coal strike. What does it matter now what speeches Roosevelt delivered, or what he said to Congress, or whom he appointed to office? What reader could possibly name three members of his Cabinet? All these details amount to nothing, yet Presidents fritter away time and energy over them. What is needed is simplification.

The entire program and platform of my administration will be absolutely simple. Wilson had fourteen points; I shall have seven. And everything else will similarly be cut in half, or to less than half.

1. My first official act will be to summon a sign painter and an electrician. In the President's office, where it will be the first thing to meet the eye of every visitor, a large sign will be suspended, bearing the word "NO." This will be set in electric lights so that by pressing a button on the desk I can make it flash. Pressing the button will terminate 90 per cent of my interviews and solve 90 per cent of my problems. No President ever made a mistake by refusing; it is when he says yes that his troubles begin.

The electrician also will remove the White House telephone.

2. My second official act will be to buy a saddle horse and join two good golf clubs. The President should never be tired or worried. He should be fresh, clear-minded, full of power and decision. Thus, when his two or three big opportunities arise, he will be prepared to speak the word or perform the act that will fire the imagination of the country.

It is an axiom in the sporting world that no man can play any game in championship style unless he be relaxed. Our Presidents never have been relaxed. They always have been under a strain, and the country has felt the effects of the strain. When you read in the paper that "the President spent the day in conference," or that "the President is giving the matter serious study," you naturally are tense and scared. You imagine that the administration is going to do something, and previous experience has taught you that it probably will be wrong.

Under my administration the papers will say, "The President rode

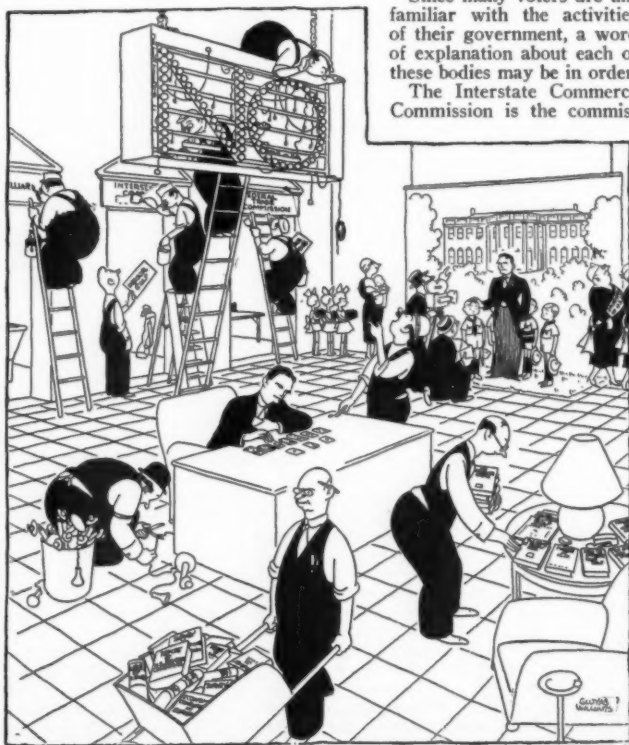
horseback in the morning and played golf all the afternoon." What a reassuring message that will be! The whole country will draw a deep breath and go happily about its business. "All's quiet along the Potomac" will be the watchword. "The President is not in his office. No mistakes will be made."

3. I shall abolish the following activities, bureaus and departments:

The Prohibition Enforcement Unit, the Interstate Commerce Commission, the Federal Trade Commission, the Tariff Commission, the Farm Board, the Departments of Commerce, Agriculture and Labor.

Since many voters are unfamiliar with the activities of their government, a word of explanation about each of these bodies may be in order.

The Interstate Commerce Commission is the commis-



An Artist's Conception of What the President's Job Would Mean to
Bruce Barton

Mar. 10, 1932

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CHAS.
Boston

In 1931 the Journal-Bulletin carried nearly **22 MILLION LINES**

81% of the Providence Lineage!

CLASSIFICATION	Journal-Bulletin 1931 LINEAGE	Percent of total in Providence Dailies
RETAIL Display	11,618,857	79.9%
<i>including</i>		
Amusements	1,230,599	73.2%
Boots and Shoes	416,031	85.9
Clothing—Men's	473,066	91.8
Clothing—Women's	1,210,922	87.3
Department Stores	3,814,060	76.0
Drug Stores	138,364	96.8
Furniture, H'hold	830,152	94.6
Grocers	892,656	70.6
Heating, Plumbing	243,011	76.4
Hotels, Restaurants	191,551	79.0
Jewelers	301,528	95.0
Miscellaneous	931,255	85.8
Radio Dealers	90,629	97.0
Real Estate	149,904	96.2
Sporting Goods	27,727	84.5
Toilet Goods, Beauty	91,256	89.0
GENERAL Display	3,159,682	78.4%
AUTOMOTIVE	1,490,135	82.5
FINANCIAL	858,611	85.5
CLASSIFIED	4,389,154	97.4
TOTAL* Advert'g	21,976,549	81.7

*Paid, including Legal

(Source: Media Records)



CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO.
 Boston • New York • Chicago San Francisco • Los Angeles • Seattle

sion which was established to put the railroads on the bum. Its work is now completed.

No one knows why the Federal Trade Commission was established.

The Tariff Commission was established to irritate our foreign customers. We have no more foreign customers.

The Department of Agriculture sends out bulletins telling the farmers how to raise more. The farmers are raising too much.

The Department of Commerce is the department which announces that "prosperity is just around the corner."

A Job for a Bright Girl

The Department of Labor is the department which announces that "the American standards of living must be maintained." This is an important activity, but under my administration it will be performed by a bright girl with a mimeographing machine.

Some hundreds of millions of dollars will be saved by these prompt eliminations, and this money will be distributed to the women of the country. The women will promptly spend it, and prosperity as a result will be in full swing.

Someone may ask: "What will happen to the officeholders in the abolished departments?" My answer is, "What happened to all the European ex-princes and ex-grand dukes?" They became head waiters, radio announcers, et cetera; their wives and daughters opened beauty parlors or established dressmaking shops.

The flood of prosperity which will follow my distribution of governmental savings will require millions of new employees in the luxury trades.

4. It will be impossible to abolish immediately all of the social and semi-official activities of the Presidency. The people demand that their President be photographed with Lindbergh, lay cornerstones, kiss babies, buy Red Cross seals. For this I propose to adopt the plan set forth by Edward Everett Hale in his now almost forgotten

little book, "My Double and How He Undid Me."

In this book Doctor Hale tells the story of a brilliant young preacher who found himself so overwhelmed with committee meetings, board meetings, trustee meetings and silly functions of one kind or another, that he could get no work done. Driven to the verge of nervous prostration, he and his wife went off for a few days' vacation. They visited a poorhouse, and there discovered a man who was the "spitting image" of the harassed preacher. They smuggled this heaven-sent "double" into their home, shaved him and dressed him in ecclesiastical garb, and sent him forth to committee meetings, luncheons, dinners and rallies. The preacher, hidden at home, worked on his sermons. On Sunday, he delivered sermons so good that they drew listeners from miles around.

The plan is sound and intelligent. There is a barber in Chicago who looks exactly like me, and has already signed up. He takes an excellent photograph, swings a wicked trowel at corner-stone layings, and has, under test, kissed two hundred babies in a row.

5. There will be no conferences, international or domestic. All talk about the "scientific reduction of armaments," "scientific reduction of tariffs" or "scientific readjustment of war debts and reparations" is nonsense. There is no "scientific" way to do such things; and the more talk, the less accomplished.

The day following my inauguration I shall announce to the nations of the world that we will immediately cut our army and navy appropriations 10 per cent, reduce our share of reparations 10 per cent and lower our tariff 10 per cent, if they all will do likewise.

Mr. Barton's Plans for the League of Nations

6. I shall put teeth into the League of Nations. And what teeth! Obviously, since we plan to abolish all armies and navies, the league cannot employ military force. I propose to give it a force much more terrifying, as follows:

All the important nations shall

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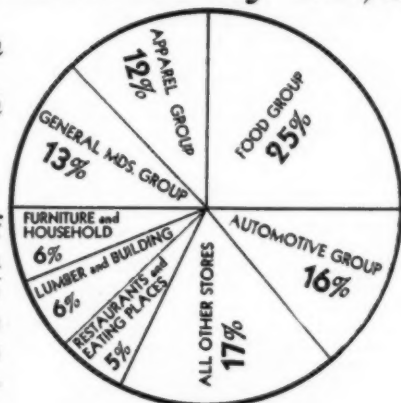
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Milwaukeeans Buy 50% MORE than Average Citizen

THE census of distribution seemingly proves that the average Milwaukeean has an enormous appetite and spends freely to satisfy it.

He also buys automotive products in a big way, due to the lure of Wisconsin's good highways and striking scenery. But even so, Mr. and Mrs. Milwaukee have plenty of cash left so that they spend about twice as much for apparel and furniture as the average United States citizen.



*How the Retail Dollar Is Divided
Among Milwaukee Stores*

Per Capita Buying Averages

From Census of Distribution	Milwaukee	United States	Milwaukee Excess in Dollars	Milwaukee Excess in %
Food	\$150*	\$93	\$57	60%
Automotive	96	78	18	23
General Mdse.	81	58	23	40
Apparel	69	35	34	97
Furniture, etc.	38	19	19	100
Lumber, Building Supplies	37	30	7	23
Total for above groups	\$471	\$313	\$158	50%

*Excluding Restaurants and Other Eating Places

The Journal alone covers more than 80% of the buying power in Greater Milwaukee.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

join together and purchase Switzerland. The Swiss people will be distributed pro rata among the other nations. In the now-emptied Switzerland will be gathered all the economists of all countries. If the orders of the League of Nations are defied by any nation, all these millions of economists will settle in that nation and will begin at once to issue predictions that "the end of the depression is in sight." This will paralyze the nation.

7. I shall arrange with Calvin Coolidge, formerly of Washington, D. C., and now of Northampton, Mass., to write me a letter every Sunday night. I shall promise to read this letter and faithfully do whatever it says. I shall ask the Senate and the House to appropriate sufficient money to pay the said Calvin Coolidge for these letters at his regular rate per word. No other appropriations will be asked from Congress. And, in fact if Congress decides not to come to Washington at all, it will be all right.

* * *

This, ladies and gentlemen, is my entire platform, 60,000 words shorter than the other political platforms that will be offered you. Are you tired of Bigger and Better government? Do you favor Littler and Cheaper? If so, write me that you indorse my nomination.

B. G. Oman Again with "Vogue"

Benjamin G. Oman, at one time for several years with the Condé Nast Publications, Inc., has rejoined the New York advertising staff of *Vogue*. He was also for seven years New York State representative of the *Christian Herald* and, later, was with the travel and financial advertising department of *True Story*. Most recently he was manager of sales of the Electro Broadcasters Corporation, New York.

A. T. Stewart Heads Goodwin Agency

A. T. Stewart, formerly vice-president of the H. C. Goodwin Advertising Agency, Rochester, N. Y., has been elected president of that agency. He fills the vacancy left by the late Harry C. Goodwin. Mr. Stewart has also taken over Mr. Goodwin's financial interest in the agency.

Florida Groups Vote Fund for Grapefruit Advertising

The Florida Citrus Exchange and the Florida Citrus Growers' Clearing House Association have formally authorized, by joint action, the development of a concentrated advertising campaign on Florida grapefruit to the extent of \$40,000. It is hoped that this fund will be considerably increased by the rest of the industry, following the initiative of these two bodies in getting the campaign under way.

A joint advertising committee of four has been authorized by the group to proceed with all speed in getting the campaign started. The two members of the committee from the Clearing House are R. B. Woolfolk, of the American Fruit Growers, and W. H. Mouser, of W. H. Mouser & Company, both of Orlando. The two members from the Exchange are John Moscrip, advertising manager, and E. E. Patterson, grapefruit sales manager.

Additions to Erwin, Wasey Staff at Los Angeles

Recent additions to the personnel of the Los Angeles office of Erwin, Wasey & Company include the following:

Oscar Bryn, for many years art director of Erwin, Wasey in Chicago, is art director of the Los Angeles office. He is assisted by George Lerner.

Ruth Annia, formerly identified with the Seattle office of Erwin, Wasey, has been added to the production staff of the Los Angeles office.

George Elliott, for several years assistant to A. H. Stebbins, vice-president in charge of Erwin, Wasey operations in Southern California, has been made an account executive.

S. L. Avery, President, Montgomery Ward

Sewell L. Avery has been elected president of Montgomery Ward & Company, to succeed George B. Everitt, resigned. Mr. Avery was elected chairman of the board of directors of Montgomery Ward last November and he will retain that title. He is also president of the United States Gypsum Company.

Thomas P. Riordan, assistant secretary of the Ward company, has been elected a director to succeed the late F. Edson White.

Latherizer Account to Rankin

The Latherizer Corporation, New York, lather-making device and shaving soap, has appointed the New York office of the Wm. H. Rankin Company to direct its advertising account.

Tea Account to Boston Agency

Mark T. Wendell, Boston importer, has appointed Harold Cabot & Company, Inc., of that city, to direct the advertising of Hu-Kwa tea. Class publications will be used.

6,041 mail orders totaling \$15,102
 from one ad
 in The Des Moines Sunday Register

Within six days after a Des Moines advertiser published a mail order advertisement in The Des Moines Sunday Register February 7 (different copy appeared in the edition circulated in Des Moines) he received 6,041 mail orders from women living in Iowa outside Des Moines. The orders averaged \$2.50 each, totaling \$15,102.50.

There's plenty of business in Iowa if your proposition is O. K. and you advertise it sufficiently. The Sunday Register has a sizeable circulation in every Iowa county and town in Iowa. It's the Sunday newspaper that all Iowa depends upon.

You can advertise any way you like in The Sunday Register. Black, two colors in news sections, rotogravure, color rotogravure, and four colors in comic and feature sections.



The Des Moines Sunday Register

Circulation 214,459 A. B. C.

Ventilated Feet

Men Who Have Trouble with Their Dogs Might Create a New Industry

SEARS, ROEBUCK AND CO.
CHICAGO

Editor of PRINTERS' INK:

This office would be interested in receiving any information which you might have on file or have published on the problem of shoe ventilation.

At present nothing has been called to our attention which we consider satisfactory. Our thought in addressing your office is that you might have something on file which as it stands would be considered impractical but which, if studied and refined or combined with other ideas which we might be able to uncover, could possibly be developed into something of interest.

W. A. THEXTON,
Merchandise Development Division.

THE burning question of ventilated feet is a subject which has never been discussed in the pages of PRINTERS' INK. It is never too late to start, however, and who knows, it may be a million dollar idea. A well known research man tells us that the subject is no joke.

He is a swimmer and last summer he picked up that famous fungus which makes the feet itch, the skin fall off. It is called, somewhat boastfully we feel, Athlete's Foot. This person suffered and was glad to tell his symptoms to all who would listen.

While he suffered physically, we also suffered mentally, for in addition to forced listening, we also occasionally walked along the street with him.

His doctor had suggested and accomplished foot ventilation with a vengeance. While his left foot was normal, that portion of the right shoe which usually covers the toes, had been cut away. The effect was both bizarre and disturbing, not only to the patient but to those who walked with him. The white binding over the toes, which wiggled beneath, apparently reminded many passersby of the old rhyme about "this little pig went to market." Much interest was caused on the street as people saw the strange effect and heard the slapping of the sole of the shoe.

Some sort of shoe which accomplished the desired ventilation with-

out the embarrassing exposure would have been most welcome to this patient and the thousands of others who had, or thought they had, Athlete's Foot or feet.

Every piece of advertising copy for the remedies for this new and awful scourge would help sell the new ventilated shoe and other forms of advertising and publicity should also help its sale.

Andrew H. Brown, for example, is continually having trouble with his "dogs" and in his nightly broadcast from the offices of the Fresh Air Taxicab Company, he too helps keep his vast unseen audience "foot ventilation conscious."

His present, primitive method of treatment which consists of putting his shoeless feet out of the window would be made obsolescent and unnecessary by shoes which were well ventilated.

There seem to be great possibilities in the idea.

Seriously speaking, a sandal-like shoe, built on a last with a regular heel and sole, open in the front to allow air to get to the foot, might be welcomed by many others in addition to those unfortunates who pick up the foot trouble mentioned above.—[Ed. PRINTERS' INK.]

Bromiley-Ross Place American Tobacco Outdoor Advertising

Irving Bromiley, vice-president, Outdoor Advertising, Inc., and Donald G. Ross, vice-president, General Outdoor Advertising Company, Inc., have resigned from their respective companies to open their own outdoor advertising agency at New York. The name of the new company will be Bromiley-Ross, Inc., and it will have offices at 1 Park Avenue. Mr. Bromiley will be president and Mr. Ross, vice-president and treasurer, of the new company. Bromiley-Ross, Inc., will place the outdoor advertising of the American Tobacco Company.

T. A. Lowery with Chicago "Daily News"

Thomas A. Lowery, who formerly conducted an advertising agency business under his own name at Chicago, has joined the Chicago *Daily News* as manager of financial and real estate advertising.

"Why, you're in fine shape here," say visitors who observe the business and commercial activity of Florida and especially of its commercial capital, Jacksonville. People who are busy have buying power. These people do buy. And their purchases are largely influenced by one all-Florida newspaper.

. . . . The Florida Times-Union



The strange story of **PRIVATE LETTS**

During the war a skinny mountaineer kid from Kentucky went out to the rifle range one morning and hung up a new record for consecutive hits. Flabbergasted that a green recruit, who admitted he had never seen an army rifle before, should perform such a feat, the colonel summoned him and asked him "how come?" "Wal"—blushed the modest lad—"it's just this way, sir. I come of a family of fifteen and we're poorer 'an a church mouse. Pa's an invalid, so feedin' that gang was all up to me. Every morning for years pa's been handin' me the old muzzle-loader, with a charge of powder, and just one bullet . . . and he sez, 'Here boy, go and get breakfast.' So you see I ain't used to missin' much."

PPRIVATE LETTS has joined the nimbus of forgotten things, but that lesson still lingers. And

it's a pat story for the man these days who has been given a frugal advertising budget along with

THE CHICAGO AIR

THE QUALITY QUANTITY CONCENTRATED

National Advertising Representatives

Copyright, 1932, The Chicago Daily News, Inc.

250 Park

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center Bldg.

SAN FRANCISCO
Monadnock Bldg.

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GEORGE A.
YORK

specific instructions to make every dollar count. And under these circumstances there is just one policy he can adopt. He's GOT TO CONCENTRATE. Meaning that he's got to disregard precedent and all past practice and pick, without fear or favor, the medium in every instance that he *knows* will sell the merchandise at the lowest possible cost . . . without waste and without fail.

Elsewhere it may be difficult, but not so in *Chicago*. Here, in *The Chicago Daily News* you find an ideal medium, grooved for the job . . . concentrated circulation, with the finest kind of a quality following, and, on top of it all, an *evening* paper . . . all of which spells SALES BULL'S-EYES.

Merely our statement—so don't take it too seriously. But you can't ignore the testimony of *Chicago's* own most expert buyers of *Chicago* space. Actions speak louder than words, so just note these two unanswerable facts: "The *Chicago Daily News* has by far the largest volume of department store advertising carried in any *Chicago* daily—and more than in both daily *Chicago*

morning papers combined" and—"The *Chicago Daily News* carries more grocery advertising than any newspaper in the United States." There's lots more proof if you want it, but as a starter that ought to be enough to convince even the most incredulous that *The Chicago Daily News* REALLY DOES SELL THE MERCHANDISE.

Sharpshooting Sales Economists Are Saving Powder in *The Chicago Daily News*

The merchants of *Chicago* in 1931 spent the following amounts per reader in the advertising columns of *Chicago's* daily papers:

—in THE CHICAGO DAILY NEWS (Eve.)	\$12.32
—in the American (Eve.)...	6.66
—in the Tribune (Morn.)..	6.50
—in the Herald and Examiner (Morn.).....	2.71

The *Chicago Daily News* carried more DEPARTMENT STORE ADVERTISING than the two morning papers combined.

The *Chicago Daily News* carried more TOTAL GROCERY ADVERTISING than any other newspaper in the United States.

—Authority: Media Records, Inc.

CHICAGO DAILY NEWS

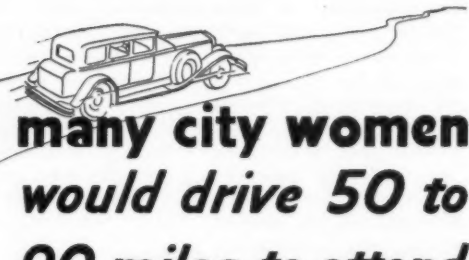
CONCENTRATED EVENING CIRCULATION

Represented by GEORGE A. McDEVITT CO.
50 Park Street, NEW YORK

San Francisco
Monadnock Bldg.

Financial Advertising Offices
NEW YORK 165 Broadway
CHICAGO 29 S. LaSalle Street.

*Sells the
Merchandise*



How many city women would drive 50 to 90 miles to attend a cooking school?

It takes more than the word FREE in black face to cause such interest as this . . . and yet that is what the farm women of Oklahoma are doing.

The twenty cooking schools of The Oklahoma Farmer-Stockman are now on. Eleven women drove fifty miles to attend the one at Chickasha. At Enid, several drove in 73 miles while the record holder for distance came 85 miles from over in Osage County.

They came because their favorite farm paper had planned something worth while for them. They were made acquainted with the schools by an adequate farm paper advertising campaign in The Oklahoma Farmer-Stockman. And just so will they seek out your products which are advertised to them through The Oklahoma Farmer-Stockman.

203,362 ABC CIRCULATION

THE  **OKLAHOMA**
FARMER-STOCKMAN
OKLAHOMA CITY OKLAHOMA

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How General Foods Handles More Than 3,000,000 Inquiries a Year

Centralized Department Answers 13,000 Requests Daily and with Only Two-tenths of 1 Per Cent Undelivered Returns

By Bernard A. Grimes

[EDITORIAL NOTE: One of the serious wastes in advertising is failure to follow up inquiries promptly. Probably every advertiser knows this, and is continually fighting to have the job done the way it should be done. Here is an article that is going to help him; the story of how, during the last nine months, the General Foods Corporation has not allowed an inquiry to go unanswered for longer than thirty-two hours. If need be, it can handle 25,000 inquiries in a single day. The system described here has features that can be adapted by almost any advertiser who is dissatisfied with his follow-up work.]

A DESCRIPTION of what is being done at Battle Creek, where inquiries for all General Foods products literature and samples concentrate, makes a distinct contribution to the records of advertising practice. This statement is supported by the fact that as many as 13,000 requests are answered on the day of receipt; that mailing time in transit has been cut more than half; that only two-tenths of 1 per cent of mailings are returned for non-delivery reasons, and that complaints from consumers making money remittances have been slashed to a fraction of what they once were.

It isn't because the General Foods Corporation received 3,217,000 inquiries during 1931, important as this is, that PRINTERS' INK has sought permission to describe the company's coupon handling methods. More important is the fact that in these methods are answers to many questions which regularly come to PRINTERS' INK, indicating that the handling of coupons is a problem for which the desire for information never ceases.

The history of the department, its set-up and its functions, as detailed in this article, is based on information obtained in an interview with Charles A. Wiggins, assistant to Ralph Starr Butler, vice-president of General Foods, in charge of advertising.

Previous to its inclusion as a General Foods unit, each product division handled coupon inquiries independently. Decision was made to establish a central clearing house. The Postum inquiry department would be made the nucleus, principally for the reason that Battle Creek is a fairly central location, and because the department there could be built up under the direction of a man who had much experience in this work for Postum.

For some months following this decision, advertising for each product continued to advise readers to send coupons direct to the Jell-O Company, Walter Baker & Company or whichever division was specified because these names were known to the public who had not yet been educated to associate them with General Foods. It was desired to preserve the identity of these companies while building up a knowledge of the new organization and to avoid injecting a foreign note until the public learned that each subsidiary was a part of General Foods.

Volume Justified Department

For nearly a year coupons continued to go to individual subsidiaries who forwarded them to the consolidated coupon department that had been set up. This department incorporated the best practices used by each unit when it handled coupons separately. Some of the companies had handled this work as a spare time operation. The new

plan brought volume which justified the operation of a real department. Its work was speeded up considerably, commencing with March, 1930, when advertising for all products began carrying coupons addressed to General Foods at Battle Creek.

Personnel of the department seldom runs below seventy people. They work on a time accomplishment basis, with a bonus premium when their work calls for such a premium.

"Coupons are made such an important part of our advertising program," Mr. Wiggins stated, "that we can only make them productive in good-will and sales builders by prompt and complete fulfillment of the offers we promise. We spend so much money for advertising to create consumer interest that, once awakened it must be served and not allowed to drift. We don't want carelessness to cool this interest. Slipshod handling of inquiries can turn an effort that is meant to produce good-will into a producer of ill-will. Our consolidation of coupon activities concentrated these where they could be supervised and closely studied for efficient handling and record keeping."

Functions

The department receives all coupon inquiries, post cards and letters from people who respond to advertising which carries no coupons, inquiries from people who ask for booklets that friends have received, orders for premium offers and inquiries in response to radio offers. For 1931 the department received 3,217,000 pieces of mail. It packed and dispatched 4,245,000 mailing pieces. It typed 4,083,000 address labels. It sends out all material going to schools and for other special promotion.

For the year it handled \$58,000 in remittances of ten cents and up, in coins, stamps, bills and checks. Third class and parcel post shipments totaled 1,418,000 pounds, or about 700 tons. Express shipments weighed 163,000 pounds and freight shipments amounted to 692,000 pounds.

Every Thursday the company

conducts a radio baking class. Listeners are invited to enroll in order to receive lesson sheets. Membership is in the tens of thousands. These lesson sheets go into the mail on the afternoon of the broadcast.

Operations

(a) All mail is dated and timed with a machine similar to that used in post offices. Date is put on the envelopes *before* they are opened. Capacity, 8,000 an hour. Machine automatically counts while dating.

(b) Remittance mail is sorted out. It is distinguished by key address, usually the name of a person used in connection with the address.

(c) Non-remittance mail is opened automatically.

(d) Remittance mail is opened by hand. To open it by machinery would send coins flying out of envelopes. Many people insist on enclosing coins. Of course all remittance envelopes are not readily spotted but this system of separation reduces the necessity for correspondence over insufficient remittance or its absence, protecting both worker and sender. A record is made of remittances both as to amount and nature.

Where no remittance is received or amount is insufficient, these letters are set aside for form letter reply. If no remittance is enclosed, the writer is notified. Should the writer insist that remittance was sent and the amount involved is small, the matter is dropped in favor of the sender.

On larger amounts, another letter is sent asking for information about the kind of enclosure, whether it was stamps, bills, or a check. Mr. Wiggins states that it is surprising how many times writers will recall that they omitted the remittance. Doubt on the items of larger value is conceded to the customer only after due correspondence.

Often checks are received which, after deposit, come back marked "no funds" or "no deposit." Meantime the premium has been shipped. In such instances a letter is sent explaining what has happened and informing the sender that the

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company has opened an account in her name. Should the first letter bring no inquiry a second is sent. In the majority of cases such accounts are closed out satisfactorily.

(e) After dating and sorting, the next step is to remove the coupon which is stapled to the envelope. This step is important as the envelope often is needed to ascertain the city or State when information on the coupon is incomplete. Missing information often is found on the postmark or return address.

(f) Mail is next sorted by products then by offers which are identified by key numbers. Sorting completed, envelopes are bunched in bundles of 200 which go to typists.

(g) Typists work on gummed labels which come in rolls. The roll is wrapped around the bundle and passed on to checkers.

(h) These checkers proof-read the rolls of address labels. The record of mail returned by the post office is less than three-tenths of 1 per cent. These returns are again checked with the original request. If the cause can be ascertained the error is corrected and the mail re-forwarded thus reducing the net return to a final result of two-tenths of 1 per cent.

As the typist types, she puts both the date of typing and her individual key number on the label. The importance of this step will be seen later.

(i) The bundle next goes to the packing table, of which there is one for each type of offer. This avoids any risk of the wrong mailing pieces being sent.

After each bundle is finished by the sorter, she attaches a slip which records the date, the label typist records the date and her key number; labeler and checker also note the date—each step identified with a different colored pencil. These slips stay with the bundles until they are discarded.

(j) As the material offered has been started on its way, the bundle is now ready for recording on a "Daily Coupon Returns" form. One sheet is kept for each offer and key number for each issue of every publication, thus enabling the company to tell how many returns are

received from any one advertisement in any given publication, and on what date.

Some time ago a test was conducted to see if time in transit could not be cut down. A check-up showed, for example, that in the case of a request from New York City, from two to three weeks elapsed between the mailing of the inquiry and the receipt of the literature. Changes effected as a result of this test now bring delivery in about a week, with corresponding reductions at other points.

Coupons were clipped from all kinds of advertisements and sent to branch offices with instructions that these be given to clerks to mail to Battle Creek in the same manner as a publication reader would mail them. These clerks were also asked to forward to headquarters, at New York, the labels they received together with information as to the date they sent in the coupon, and the date the mailing was received. The labels so received were sent to Battle Creek and checked against the records.

Correcting Weaknesses

All the information gathered was tabulated on a chart which showed the name and address of the sender; date coupon was mailed to Battle Creek; date received at Battle Creek; date sorted, typed and labeled and date when offer was received by inquirer. From this information the company was able to put its finger on points of delay and to correct these weaknesses. It was found that third-class mail was delayed through deferred handling principally at terminal post offices where it was held up for sorting.

The company now simplifies the job for the post office and packs all third-class, 12-cent mail in terminal sacks. All third-class mail is sorted by States and again by important cities to which fifteen or more identical pieces are sent the same day. Mail is dispatched under a bulk mailing privilege obviating the use of stamps.

Each bundle of inquiries, after the literature is sent out, is filed in tin buckets. They are filed by

product and by date of typing, which information is noted on a small card holder. The bundles are kept for thirty days, principally for the purpose of checking against returned mailings. All mailings carry a return guarantee. As returns come in, reference is made to the label on which appears the typist's key number and date label was typed. This indicates which can hold the original inquiry. It may be found that the typist made a mistake which was not detected. Again poor penmanship may have been deciphered wrong and another try is made. Reference to the postal guide may reveal that there are two States which have towns by the same name. By these means, the company is able to reforward correctly one-third of its returns.

Many requests have been made to buy the inquiries for mailing list purposes. As a matter of company policy these offers are rejected. Frequently the bundles are used for consumer survey studies by the company.

How many chronic coupon clippers pester advertisers? How many children make booklet and sample collecting a hobby? How many people try to cheat on premium and sample offers?

While Battle Creek has no complete answers to these questions, it has uncovered some interesting facts. In carrying on a work of this kind every advertiser realizes that some of his mailings will be unproductive. Systematic handling, however, enables General Foods to catch some people who would use it for a good thing.

Checking Up on Coupon Hounds

The company sometimes will have from four to seven advertised offers in one magazine. This is a give away for many coupon hounds who will send all coupons along in one envelope. If the handwriting is believed to be that of a child, and the mailing department clerks in time become gifted with a special detection sense, the inquiries are not fulfilled. If the handwriting appears to be that of a child and the envelope contains but one coupon, the offer is sent.

Sometimes coupons arrive in bunches of ten or more. This is a give-away of the coupon hound.

Weekly, figures are drawn off the daily record form and tabulated in a statement by product, offer, key number and magazine. These statements are sent to New York headquarters where they are used both by the advertising department and its advertising agencies. Whereas total numbers of coupons mean nothing, a record of production by key number reveals hidden factors concerning pulling power of copy, of offer, of coupon position, and rate per page returns.

Keeping Up on New Advertising

Every month headquarters sends to the department at Battle Creek a complete list of offers and key numbers of advertisements to be used the following month, together with the names of the publications in which these advertisements will appear. From this list, the department sets up its record sheets. From its knowledge of normal returns, the department is able to forecast fairly accurately its packing line-up of material. Mailing pieces are known by number and stacked in bins, ready for the label to be attached.

The department is equipped to handle 25,000 inquiries a day. Unless an unusual avalanche of mail comes in on a Monday, all mailing pieces are on their way within twenty-four hours; in no case has the time exceeded thirty-two hours during the last nine months.

Complaints from people who claim that they have sent in an offer and money for a premium which has never been received have dropped from 100 or more a week down to from ten to twenty complaints.

The department deals with routine requests only. Any correspondence that talks about the company's products and their use, is set aside and forwarded to headquarters, after a label has been made. This precaution sees to it that criticisms are properly considered and that new ideas or copy angles are not lost in the shuffle.

In Indianapolis EFFECTIVE Circulation is HOME DELIVERED Circulation.

•96% of The News
total circulation is *home de-
livered*.

•Less than 4% of
its city circulation is sold on the
streets.

•For volume sales
at minimum cost, **CONCENTRATE**
in The News in Indianapolis.

Member

Major Market Newspapers, Inc.



THE INDIANAPOLIS NEWS

New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: J. E. LUTZ, Lake Michigan Bldg.

I'm choosing the Liberty magazines on arithmetic

By C. L. OSTROM, A. L. Ostrom, Editor

... Continues Mr. Ostrom: "Not that we used guesswork, previously, but never before have so many new facts and figures been made available to us.

"And, not that we consider such material as the Gallup surveys* the only and infallible reason for buying Liberty.

"But the Gallup figures (1) broadly verify our earlier conception of Liberty as a magazine paced for the post-War public, (2) agree interestingly for the six issues and the six cities studied, (3) have not been contradicted by any subsequent facts or figures during the six months since they were originally published.

"The pressure of competition in times like these makes everyone take stock of his activities. Sober thought develops new ideas, confirms old ones, reestablishes plans on the cold, concrete basis of greatest profit per ounce of energy and cash expended.

"Such results may make the well known Depression a not unmixed blessing. Here at Morton Salt, we feel that our 1932 advertising plan is on the soundest, most practical basis in our history. We look forward to 1932 as a year of profit for ourselves and those associated with us.

* The Gallup studies were made by Dr. George Gallup, Professor of Journalism and Advertising at Northwestern University, and his staff in 6 typical American cities. (In 3 of the cities official observers of the Association of National Advertisers were present.)

Nearly 4,000 men and women readers of the 4 mass weekly magazines were con-

ducted through their current issues page by page, checking every item that had been seen or read. This was repeated for 6 consecutive issues.

Making available the first arithmetic check of true reader interest, Dr. Gallup showed that the average editorial feature in Liberty had been read by:

17% more readers than
Weekly A
6% more readers than
Weekly B

Liberty

..... America's BEST READING

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73% more we
33% more we
84% more we



OTHER NEW BUSINESS

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 Stol-Myers Co., Ingram's Milkweed Cream
 California Packing Corp., Del Monte Food
 Products
 M.G. Clark Co., Hyvis Motor Oil
 Gate-Palmolive-Poet Co., Colgate Shaving
 Cream
 Premium Products Corp., Hit-of-the-Week
 Records
 General Electric Co., Hotpoint Electric Range
 General Electric Co., Hotpoint Table Appliances
 General Electric Co., Refrigerator
 General Foods Corp., Maxwell House Coffee
 General Foods Corp., Post's Bran Flakes
 General Foods Corp., Postum
 J. Heinz Co., Spaghetti
 Hanson & Johnson, Modess
 Lehler Mfg. Co., Furniture
 Morris Chemical Co.
 Fink & Fink, Hind's Greaseless Texture Cream
 Fink & Fink, Lysol
 Cybelline Co.
 Swiss Mutual Life Insurance Co.
 Royal Typewriter Co.
 Royal Cotton Co.
 S. Tobacco Co., Dill's Best Tobacco
 Chemical Co., Vick's Vapo-Rub



NEW BUSINESS



Rain means the running of the English Derby, the world-famous turf event which attracts a million racing enthusiasts each year.

When it rains it pours

Are you tired of struggling with salts that refuse to pour in damp weather? Then why not join the millions of happy women who use Morton's Iodized Salt? Made with cube-shaped crystals, which tumble off one another instead of sticking together like the flake crystals of inferior salts, this unusual salt passes every bit as freely on rainy days as it does on dry!

Morton's Iodized Salt also protects against simple germs... a common cause of loss of appetite, lack of vigor and backwardness in studies among children of school age. It's a month to all it costs a family of average size to use this famous salt which never cakes or hardens! So why be content with unknown brands that clog saltcellars in wet weather?



MORTON'S SALT

PLAIN OR IODIZED

10¢

One of the 1932 Morton Salt Advertisements

Y
 41% more readers than in Weekly C
 And that the average advertising page
 Liberty had been seen by:

32% more men than in Weekly A
 15% more men than in Weekly B
 85% more men than in Weekly C
 73% more women than in Weekly A
 33% more women than in Weekly B
 54% more women than in Weekly C

erica **BEST READ Weekly**

This extra "woman" interest in Liberty was particularly interesting to Morton Salt, for it proved that Liberty's modern editorial tempo, pointed to women as well as to men, had made Liberty, among all the weeklies, a real "woman's magazine".

No wonder Liberty's list of new advertisers for 1932 is being swelled especially by advertisers who want to reach women as well as men. Before your own 1932 money is spent, send for a copy of the Gallup Report and study it thoroughly. Address Liberty, 420 Lexington Avenue, New York City.



Three-Year Advertising Adds 30.6 Per Cent to Volume

Loan Company Proves Value of Optimistic Merchandising That Really
Tries to Help

As Told to D. M. Hubbard

By Leslie C. Harbison

President, Household Finance Corporation

NEARLY a quarter of a million families will borrow more than seventy million dollars from the Household Finance Corporation this year. Most of this money will be used to pay bills due the merchant, doctor, and landlord.

Our experience in making small loans seems to point clearly to one marker on the business road that although not new, should interest other advertisers.

People read our advertisements and act upon them because they offer, at a reasonable price, a plan for the solution of financial difficulties. Besides, they suggest methods by which financial difficulties can be largely avoided in the future.

Our advertising is optimistic. It talks—temperately and truthfully, of course—about helping people to overcome obstacles that often seem too great for them. It offers something that the discouraged family needs and does so in such a convincing manner that people respond. When advertising does that, it performs an important social service in addition to helping produce a profit.

Skepticism Greeted First National Advertising

Household Finance Corporation began to advertise nationally three years ago. It was the first company in the field of personal finance to undertake such a project, and plenty of skepticism was expressed in some quarters as to our ability to make the advertising pay.

However, the corporation's advertising policy has proved to be one of the most important factors contributing to its present sound condition. It has accomplished the dual purpose of bringing to the of-

fices a larger number of applicants than ever before and, at the same time, of impressing upon business leaders, investors, legislators, social service workers and other non-borrowers the social and economic significance of the personal finance business.

The Beginning of New Concepts

Twenty years ago no one knew very much about mass production, but it did not take long to discover the futility of producing goods in great quantities unless correspondingly great masses of people could be persuaded to buy them. That led first to advertising as we knew it, say, fifteen years ago—a mass-selling force supplementing and sometimes replacing to a great extent individual or person-to-person selling—then to new concepts of merchandising which aimed at speeding up the movement of goods into the customer's hands. The growth of the chain store and the recent trend followed by the great mail-order houses are evidences of these newer concepts.

Notwithstanding this progress, manufacturers found that sales did not keep pace with production. They found, too, what looked like the big reason people could not buy. This was that only 20 per cent of our people were able to go to the bank and make a loan. The others had jobs. They wanted to live better. They were ready to buy new cars, new furniture, washing machines and other commodities, but it was humanly impossible for them to accumulate the price in advance of the purchase, and they could not get credit. It was at this point that business set about making installment buying popular. People could

save to make small weekly or monthly payments. That was the beginning of mass credit.

Mass credit worked wonders for a few industries, but in its most familiar form it applies only to durable goods of relatively high cost. It moves only about 10 per cent of retail trade. What about the unit market for the other 90 per cent of consumer's goods? Half of it is sold on 30-day open account credit. This market is encumbered, retail credit authorities say, by more than fifteen billion dollars tied up in slow accounts.

Some of the people who owe this gigantic bill are out of jobs. They will pay what they can when they get work. Most of it is owed by people who have work and whose indebtedness does not exceed more than one or two months' income. Most of them could pay off that indebtedness out of their current income over the period of a year and a half or two years, if someone could concentrate the debts at one point and then get debtors to follow a budget. What is needed is a plan that will make it possible without delay, (1) for these people to pay up their overdue bills without overtaxing their capacity; (2) for the retailer to thaw out the credits on his books that are making it difficult for him to operate as a merchant.

It is here that the personal finance industry establishes its usefulness. It supplies supplementary funds to enable the American family to pay its bills. Evans Clark, author of "Financing the Consumer" has said colorfully: "Mass finance . . . takes its place, along with mass production and mass distribution, as an essential of up-to-date business. Suddenly with the swiftness of a skyscraper that rises from a

hole in the ground to fifty stories of towering efficiency between spring and autumn, a great structure of banking for the masses is being reared." That is true. The personal finance industry is important to countless consumers, retailers and manufacturers.

Retailing money on the world's best security ... the American family



Consumers, capitalists, landlords may go to their banks and borrow on their assets, stocks, bonds, and real estate.

What of the other, larger portion of the nation's population, the more than 80% who have no bankable securities? They live under extra funds that are often more critical than a capitalist's, though the amounts they require are too small to be loaned at bank interest. Where can they turn? What collateral have they to offer?

There already has been answered. The new business of retailing money recognizes the fact that another kind of collateral, the integrity of the American family, is even safer and more dependable than the standard of acceptable securities.

Last year the leader in this business, Household Finance Corporation and its Subsidiaries, reached amounts up to \$300 each to more than 800,000 families for previous purposes. Only household and sole assets added to sign the notes. Only the security that is in almost every home and the ability to repay the loans in small monthly installments were required.

These families are not the insolvent minority to whom a loan would only mean further depths of debt. They are a cross-section of suburban, thrifty, law-abiding, responsible 1750 different occupations, residing in 90 principal cities and the surrounding towns. They need for one reason, the people behind our government and economy.

These are the families whose word is a gold-edged credit note to Household for the more than \$70,000,000 loaned them last year. The average amount owed per family is \$144. This is being repaid in amounts averaging less than 6% of the family income, while the Household budget plan shows the way out of debt.

This confidence has not been misplaced. The evidence of Household's strength and growth through good times and pain, and the fact that it has record of less than 1% loss the past decade, prove that there is no better security than the American family.

★ HOUSEHOLD makes its family financing, the Household Finance Corporation is selling the responsibility of financing the needs resulting in its business, and the more it grows, through advertising such as this. Further facts will be sent shortly in request.

HOUSEHOLD FINANCE CORPORATION

and Subsidiaries
Palmolive Building, Chicago

One Household Plan-Your Office or Home Office in: ALBANY ALBUQUERQUE ALBUQUERQUE ALBUQUERQUE ALBUQUERQUE ALBUQUERQUE ALBUQUERQUE ALBUQUERQUE ALBUQUERQUE ALBUQUERQUE

Household Finance Explains Its Function of Retailing Money in Advertisements Like This

Most of us have to borrow money at times. Less than 20 per cent of us can go to a bank for such loans. Small loans, that is to say amounts ranging from \$300 down, are not attractive to our banks. They cost far more to make and collect than the interest they pay at bank rates.

It was for this reason that a group headed by the Russell Sage Foundation started a movement about twenty years ago to obtain legislative sanction for a plan of lending small amounts at more than the bank rate. They pointed out the fact that the bank acts as a wholesaler of money and they asked for laws that would make the retailing of money profitable enough for it to enlist needed

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capital. Today there is some form of small-loan law in twenty-six States. The maximum rate allowed is $3\frac{1}{2}$ per cent per month on unpaid balances. Household Finance Corporation voluntarily reduced the rate of charge on loans above \$100 and up to \$300 in 1928.

One cannot discuss our business, what it does, the rates it charges, or what it hopes to do without talking about advertising. For advertising has had an effect on our growth that cannot be denied. We see and hear of many incidents of its success. We have tested our advertising occasionally to make sure that it was being seen and read. We cannot accurately measure its total effect on our business, but we do know that since its beginning our volume has grown steadily.

If you want to go back far enough into history it can be shown with some logic that there would be no personal finance business if advertising had not made itself such a factor in American life. At one time each family was a self-supporting unit. Almost everything used by the family was produced by it. Food was raised. Clothing was woven and tailored. Fuel was cut, shoes were made and nearly everything essential to the family's existence was produced at home. Nowadays the family must purchase its necessities, having become dependent for its living upon industry. And industry has made of advertising an educational force that has created wider markets for its goods. Anyone who neglects advertising's influence in estimating the changed social and economic conditions that have taken place in the last few decades neglects to present an accurate picture of the metamorphosis. Obviously it is only when the family is no longer self-sufficient that the need for borrowing appears.

Why Household Finance Advertises

Why has Household Finance Corporation invested a sizable amount of money in advertising in recent years? I'll answer that question specifically. We advertise to obtain a great enough volume of business to operate profitably.

When we lowered our rates we did so on the theory that personal finance could be put on a mass credit basis and that borrowers would respond to the reduction in numbers sufficient to offset the lower profit earned by us on each loan. Our advertising has brought that response.

One of the most important reasons for our advertising is its effect on the thousands of grocers, department store owners, professional men and other creditors. In the sense that they have in the aggregate a tremendous number of slow accounts on their books today they are handicapped. We can help them quickly. Most of them do not understand how we can do this and we must give them that understanding.

Not New, But Extended, Credit

More than 80 per cent of our loans are made to pay off creditors. *In other words, we are not in fact granting new credit.* We are extending credit already granted by merchants, and, equally important, we are extending it on a basis that makes it easier for the debtor to meet his obligations. At the present time the retailer makes little effort to control the total amount of credit a customer shall receive. He may place a limit on the amount that he will grant to a customer, but he does not attempt to regulate use of other credit. We can and do control the customer's credit by insisting that he live within a budget drawn up jointly by him and our branch manager. The present retail system encourages the customer to get into financial difficulties. We organize him out of them. That's what we want retailers to understand via our advertising.

How well is advertising bringing us closer to our objectives? To this extent: We began to advertise nationally in 1929. Our total volume of loans in that year was \$56,100,000. For 1931, it was \$73,300,000 and our net profit correspondingly increased. The advertising cost connected with each new loan has declined appreciably since we began our national campaign.

Advertising Definitions

By Isabelle Gillespie Young

copy writer—one who copies the writing of others.

advertising manager—ain't no such thing.

advertising agency—a place where you can't get a job unless you're a personal friend of God's.

white space—something never found in a mail-order catalog.

linage—somewhere past 30 for most people.

layout—a harsh speech by the Big Boss.

truthful advertising—that which leaves nothing to the imagination.

strong copy—Listerine advertisements.

condensed copy—Carnation, Borden's and other brands.

outdoor advertising—the combined smoke from Camels, Chesterfield, Old Gold, Cremo, etc.

spread—seven courses.

double spread—two covers made for twin beds.

modernistic trend in advertising—copy and headlines which may be read only while swinging from chandelier by one's tail.

cuts—ranging from 10 to 60 per cent this year.

original idea—one that is grabbed off by everybody else in the next issue.

type—what the printer sets up to suit himself in spite of specifications.

reader interest—straphangers 2 per cent; stenographers 90 per cent; office boys 94 per cent; intelligentsia 104 per cent; evening newspaper readers 100 per cent (says the evening newspaper advertising manager).

gutter—where your ad lands if you're not a steady customer.

art work—peculiar lines and unintelligible hieroglyphics going all ways

color—red, blue, cerise, green, orange, tangerine, heliotrope, black, maroon, make desirable modern deluge, costing large sum.

pulling power—Wrigley's Gum and Old English Toffee.

verve—a term used in all highbrow speeches to denote that the speaker knows his apricots.

department store advertising—modern poetry in a neat, narrow column.

position—what 50 per cent of the advertising people are out looking for this year.

rules—none nowadays—everybody for himself—the crazier the better.

results—usually guesswork, but the advertising man must compile them, anyway, and present the impressive chart to the Big Boss in a convincing manner.

Radio Association Appoints Dorsey Owings

Dorsey Owings is now Eastern director of the Radio Association of America, Inc., with headquarters at New York. He was formerly director of radio of the H. W. Kastor & Sons Company, Inc.

Joins McKim Agency

Bruce Campbell, since 1929 advertising manager of the *Toronto Evening Telegram*, has joined the Toronto staff of A. McKim, Ltd., advertising agency.

F. E. Fitch Joins Lord Baltimore Press

Franklyn E. Fitch, formerly assistant secretary of The Wendell P. Colton Company, New York advertising agency, has joined the office at that city of The Lord Baltimore Press, Baltimore, in a creative and sales capacity.

Joins Grand Rapids Agency

Edward Pulte, Jr., has joined Allen W. Church, Grand Rapids, Mich., advertising agency, where he will handle production.



UP 25%

Because Color Gets Results

In 1931 the American Home Journal, weekly magazine of the Chicago American, carried 25% more pages of four-color advertising than in 1930. (In 1930 it carried more than in 1929.)

What would be an outstanding record at any time is made more so by both the times and the fact that it means leadership over all locally published daily or Sunday papers in the nation in 1931.

Naturally, *results* are the source of this record. And results await every advertiser who "high-spots" his Chicago advertising with vivid, compelling pages in four colors and full newspaper page size, put before the *biggest evening newspaper audience in the country's second largest market*.

CHICAGO AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.



National Representatives:

RODNEY E. BOONE ORGANIZATION

Baltimore Factory Filling Millions

All of the windows for the \$250,000,000 Radio City project, now under way in New York, are being manufactured in Baltimore by the Campbell Metal Window Corporation.

The contract for this work, involving more than \$1,000,000, is the principal reason for the recently completed expansion of the Campbell Metal Window Corporation plant in Baltimore.

The diversification of the city's industries, its excellent terminal facilities and its freight rate differential explain why business in Baltimore is above average. Also why unemployment is less in Baltimore than in other large cities.

And, as most advertisers already know, Baltimoreans are more readily reached through the advertising columns of The Sunpapers.

The SUNPAPERS in February

DAILY (M & E) 291,048



*Process of
Butt-welding
Window Sash*

Billboard Window Order for Radio City

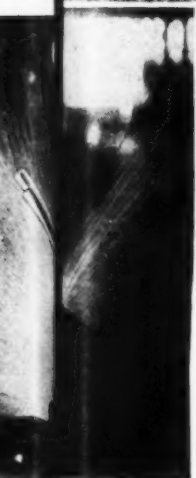
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*Drawing of
"Radio City"
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A.P.

THE
MORNING



SUN
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New York: John B. Woodward, Inc.
Atlanta: A. D. Grant
San Francisco: C. Geo. Krogness

Chicago: Guy S. Osborn, Inc
Detroit: Jos. R. Scolaro
St. Louis: C. A. Cour

Worcester, Massachusetts

(New England, with 6.65% of the population, purchases nearly 10% of all food sold in the United States—a high standard of living)

More Than 700 Employees

To turn the raw materials of the day's news into finished newspapers for Worcester Market readers, the Telegram-Gazette employs a staff of more than 700. Of this number, 459 make their headquarters at the Telegram-Gazette building in Worcester. The news of 201 suburban communities is gathered daily by 128 salaried suburban reporters. 72 additional correspondents, and 70-odd men and women employed on miscellaneous jobs, complete the total.

2,134 Carriers and Newsboys

532 carriers are required to deliver the Telegram and Gazette to Worcester readers. 899 carriers are required to deliver the Telegram and Gazette to out-of-town readers. These, with 563 Sunday Telegram carriers and 140 street newsboys, make up a total of 2,134 alert young men who take pride in the promptness and efficiency of their service to Telegram-Gazette readers.

33,148,000 Lines of News

The Telegram-Gazette handles more than 33,148,000 lines of reading matter every year.

To print these newspapers requires almost a carload of paper daily, a carload of ink every month.

The natural interest which Worcester Market families have in their favorite newspapers is deepened by frequent, large-space advertisements in which the salient facts of Telegram-Gazette service are merchandised to Telegram-Gazette readers.

Increasing interest in Telegram-Gazette personnel and processes, increasing awareness of the part played by these newspapers in the Worcester community, is followed—inevitably—by increasing responsiveness to Telegram-Gazette advertising.

The entire Worcester Market, city and suburban, is adequately covered by advertising in these newspapers ALONE.

Average Net Paid Circulation for the Year 1931

Over 105,000 Daily

Over 53,000 Sunday

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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This Business of Supervising the Copy Cub

Best Qualifications Are Ability to Teach and Inspire Rather Than Dictate, Ayer Agency Finds

By T. Harry Thompson

Of N. W. Ayer & Son, Inc.

THE word "supervision" is somewhat of a misnomer. It carries the undemocratic connotation of teacher and pupil, journeyman and apprentice, foreman and bench-hand, padrone and ditch-digger.

Except in the case of the youngest novitiates, where "teacher and pupil" might apply, no such definition is intended. Actually, supervision in most copy departments I have known, is predicated on the old book-book maxim: "Two heads are better than one."

In practice, that is the way it works. Supervision is a check, a putting together of heads, a meeting of minds, a thoroughly democratic and co-operative undertaking to give every idea, every piece of copy, the benefit of organized effort.

No matter how experienced or how brilliant any individual writer may be, his (or her) judgment is not infallible. Nor is his memory. Even "stars" sometimes go shooting off into space; and when space costs up to ten dollars a line, supervision (checking) seems desirable—and is proving its worth every day.

Two Types of Copy Supervision

In most copy departments there are really two kinds of supervision—official and unofficial. Official supervisors are assigned to writers by accounts or divisions of accounts. Unofficial supervisors may be anybody to whom the writer goes informally for advice, discussion, or the check of some technical point.

Unofficial supervision is always in addition to official supervision.

Writers like to try out their ideas and their phrases on their friends in and out of the department—to get that outside point-of-

view—before taking their work to the official supervisor, perhaps before completing the copy. Such informal discussion is often of tremendous value in the developmental stage of an idea, a piece of copy, or a complete campaign.

In the case of checking for technical points, unofficial supervision plays an important part. Take, for instance, advertising addressed to farmers or farm women. In some organizations, available for consultation, are graduates of agricultural colleges; true sons of the soil who know when to plant corn and how to harvest wheat, who speak the farmer's language and can spot an advertisement or a sentence that does not ring true.

Is it aviation or something to do with flying equipment? Perhaps there are pilots to guide the writers, literally. Men who have pilots' licenses. Men who flew in the war. Men who know their ailerons and rudders and sticks. And radio, for example. In one copy department of which I have knowledge are signal corps men, former editors of radio publications, men who can take a spool of wire and a handful of transformers and construct a "super-iodine" right before your eyes. These men belong to engineering societies, attend the meetings, and keep abreast of the newest in radio science. It may go like that through a long list of specialties.

Supervisors should be selected primarily for their:

1. Human qualities.
2. Experience in advertising.
3. Common sense.
4. Sympathetic handling of people.
5. Ability to teach and inspire.

The supervisor who merely imposes his own will and his own ideas on writers makes work hard

for himself as well as the writers. He is not the ideal type. The ideal supervisor is one who inspires another person to do his or her very best thinking and writing. He holds the torch and shows the way. He is not a crutch for a writer to lean upon.

He encourages the writer to take full responsibility for the accounts in his keeping, rather than to take it himself. The writer who does lazy or sloppy work in the belief that "the supervisor will fix it" is riding to a fall. While a supervisor is sympathetic in the fullest sense of the word, he cannot afford to carry along any writer whose tendency is to "put it up to the supervisor." Writers must stand on their own feet. That is how they develop, how they progress, how they become the kind of writers who are entrusted with the most important accounts.

Like a Football Coach

If a football coach merely sat in the sun on the forty-five-yard line and watched the players go through their paces, there would be more applicants than jobs. In a like manner, if a supervisor merely sat in his office and edited copy, his job too, would be easy. But supervising covers more territory.

Actually, a supervisor is a copy director. Some supervisors of my acquaintance have been copy directors. Some others have been on the copy desk in big metropolitan newspapers. The supervisor's job is not merely to dress up a piece of copy, nor to make a mediocre headline into a hard-hitting stopper. He must "think all around" an account; see it in its broadest phases; visualize a single piece of copy in its proper relation to an entire campaign and the whole scheme of sales strategy.

He must confer with the agency's representatives and with members of the customer's organization. He must be in touch with everything that is going on which has the slightest bearing on the accounts assigned to his care. In the broadest sense, he must go places and do things, know what's taking place in the world.

The ideal supervisor is creative as well as executive. Often he must spark the idea for an entire campaign and write the pattern-copy. He should know all phases of advertising and selling, including the mechanical processes of illustration, photo-engraving, and printing. In a phrase, he should be a one-man advertising agency in addition to all his other qualifications.

Perhaps no class of people is so sensitive as the advertising writer. This does not mean that he is an opera singer who must be coddled. It means that his mind must be free of worries, for advertising is a product of the mind and the heart. A writer who is smarting under criticism, no matter how minor that criticism may have seemed to the man who made it, is at a disadvantage when he sits down to write a piece of copy. His typewriter becomes tongue-tied. He is conscious of his supervisor and is anxious to please him, rather than to let himself go and write naturally, with freedom, with earnestness, with words that carry conviction.

If a copy writer is not by nature an optimist, he must cultivate a cheerful outlook, in order to write with enthusiasm that is contagious. For advertising is essentially the language of optimism. Nobody does business with an undertaker, voluntarily. The advertising columns must bristle with good cheer, in contrast to the usual run of gloomy news which surrounds them. Therefore, the successful supervisor goes out of his way to keep his writers in a cheerful frame of mind. At times, he is even indulgent.

Adjusting the Copy Man's Burden

Another duty of the supervisor is to see that writers are not overloaded with work. Some writers do their best work under pressure, but these are the exception. When a writer is disturbed about catching a fast closing date, part of his machinery is tied up. He is thinking about the closing date when his mind should be free to concentrate on the writing job that he has before him.

Ideally, good writing requires

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time, because good writing starts with good thinking. Most successful advertisements are outlined in the writer's mind before he puts type-bar to paper. In this respect, no copy writer is ever through work at five o'clock. On the train, in the subway, even before he drops off to sleep at night, a writer is mulling over possible headlines and lead paragraphs of unborn advertisements.

Give the Copy Writer Time

Therefore, the supervisor must co-operate with the contact man to see that reasonable working dates are procured for the writer. The representative who permits a customer to acquire the rush habit is doing a disservice, not only to the copy department but to the client as well.

The single, ultimate purpose of copy supervision is to produce better advertising. Advertisers are coming more and more to appreciate the need for excellent copy, to understand and to employ what we may call the Wizardry of Words. Let us consider, for a moment, copy as copy.

Civilized man has long thrilled to the power of words. Masters have used words as the composers of music have used the notes of the scale—to produce varied emotional effects. Here is a simple little rondo for a moment of reverie, here a veritable symphony that stirs the depths, here a staccato bit to quicken the pulse and lead to action.

But what cacophony one badly chosen word can cause!

Words, more than swords, have influenced the history of the world. "Four hostile newspapers are more to be feared than a thousand bayonets," said Napoleon. Thomas Paine's pamphlet, "Common Sense," figuratively rode boot and saddle with the armies of Washington, and "worked a powerful change in the minds of men."

Four simple words stopped an invading army at Verdun. For "They shall not pass!" crystallized the determination of an embattled France. Such personal liberties and civic rights as we now enjoy trace

their origin to a scroll signed by King John in the year 1215. Who will question the power of words as expressed in that dynamic document, the Magna Charta?

Today, there is a new Literature of Business, a new appreciation of the wizardry of words. Since advertising is a message, advertisers are learning to reckon with words, the selection of which is tremendously important. Rightly chosen words live. They photograph themselves upon the retina of the public eye. They move men—and merchandise.

The power of good copy has lifted the veil of obscurity from thousands of business houses. It has brought them into the sunlight of favorable publicity. It has brought national markets to their door. It has uncovered hitherto unsuspected possibilities for development and expansion. It has established new industries and new products in quick time.

Good copy is like good tea, clear and pungent. It concerns itself with matter rather than manner. It projects its images upon the mental screen of the reader so clearly, so simply, that he is able to repeat the thought in his own words five minutes later, or five months.

Writers Are Painters—of Words

Writers of successful advertising paint with words. Their skill is born of long years of training and of practice. Theirs is a task not to be entrusted to the unsupervised novice, however brilliant, nor to the layman. Upon their painters' palette is mixed, not merely the ability to write but the instinct to sell. For the test of good copy, as applied to business, is primarily its salesmanship.

Good copy presupposes good writers, men and women of fecund mind and facile pen, enjoying their work as they would enjoy nothing else, working in an atmosphere suited to creative effort. Such men and women are rare gems. Upon the wall of their minds is framed their *credo*:

"Words are the working tools of the advertising craft. They are not things to be picked up and handled

by those who have not learned the trade.

"Unskilled hands that would shun the surgeon's scalpel or the carver's spoon-gouge sometimes make bold to seize these tools of adver-

tising and ply them with abandon.

"As a result, advertising is frequently scarred and blemished, when it might have revealed the beauty and symmetry of finished craftsmanship."

An Argument for High Prices

TORO MANUFACTURING COMPANY
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

Here is a copy of a letter I have just written to Frank B. Burch, of the law firm of Burch, Bacon, Sifling, Pheley & Rogers, Akron, Ohio, in response to his letter appearing in *PRINTERS' INK* of February 18, entitled "Mail Order Tire Buying and Its Effect On Advertising."

K. E. GORT,
Sales Manager.

* * *

DEAR Mr. Burch:

I am very much interested in your timely letter in this week's issue of *PRINTERS' INK*. I don't know if you happened to read it or not, but in the June 11, 1931, issue of the same publication there was an editorial entitled, "Topsy-Turvy Economics," detailing the same situation to which you have again called attention.

We find today one of the large mail-order houses doing a business of approximately \$200,000,000 a year issuing a financial statement showing a combined operating and inventory loss of approximately \$8,000,000.

Now suppose that this two hundred million dollar corporation were broken up into small units, say of \$50,000 annual volume. That would provide four thousand retail establishments, giving employment to the manufacturers of building materials, carpenters, plumbers, bricklayers, plasterers, and general construction men.

It would raise property values by taking up unrented stores that now remain vacant. It would provide a moderate living for individual owners. It would provide better working conditions and higher salaries for the clerks. It would break up the available market so that manu-

facturers would not be bulldozed into making goods below cost of production. It would give traveling men positions and railroad companies much needed revenue. It would provide your son and mine an opportunity to be something more than a hired hand.

The sewing machine that your mother used cost \$125 and at that price yielded a good profit to the manufacturer, and men were employed at fair wages making sewing machines. The price was not high because the sewing machine lasted a lifetime and gave a measure of service commensurate with the price.

Today a mail-order sewing machine sells for \$47.50, and employees of sewing machine factories are out of jobs because the market is glutted and there is no money left in the business. The same thing is happening with electric refrigerators, and is now about to happen with farm tractors. Every product that the mail-order houses get their hands on is automatically thrown into the non-profit class, yielding nothing to the company selling it, the employees building it, nor the government taxing it.

You are right when you say that legislation should be invoked to handle the situation. It has developed to the point where editorials and publicity will do no good. A graduated sales tax, however, on every merchandising institution with gross annual sales of over \$10,000,000 would put an effective check on the present depredations being committed, and would go a long way toward righting a bad situation.

I would be very much interested in hearing other comments you receive in response to your most timely letter.

K. E. GORT,
Sales Manager.

What Price Ideas?

*That is what every
piece of good printing
begins with—*

AN IDEA—

Take a look at a piece of good printing. Some one has worked out, either in physical dummy form or simply as a mental concept, the basic idea on which it is founded.

The IDEA is what tries men's souls. To do something that is original without being bizarre, tasteful but not anemic, classy but not costly,—that, like the chorus girl's smile, is the hard part.

We take a lot of pride here in some of the "different" things we have done.

Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue

New York

74%

THE Marketing Division of the International Magazine Company compiled in 1931 a list of 597 leading department stores in the United States. It has been found that 74% of these stores were at their own request kept informed of the merchandise advertised in **GOOD HOUSEKEEPING**.

Many of the buying and selling executives of these shops follow **GOOD HOUSEKEEPING** pages to keep advised as to style trends and merchandise demanded by its influential readers.

The attitude of these stores to **GOOD HOUSEKEEPING** is an example of the closeness with which the entire wholesale and retail trade looks to **GOOD HOUSEKEEPING** for merchandise that will move quickly across counters.

GOOD

LEADING DEPARTMENT STORES LOOK to GOOD HOUSEKEEPING for NEW TRENDS in MERCHANDISE

This extract from a letter from a highly-rated department store sums it up:

Due to the number of lines of merchandise carried by the firm which are advertising in Good Housekeeping, we are interested in keeping in close touch with the promotional work of these manufacturers. Realizing that all products appearing in Good Housekeeping must measure up to a certain standard we are better familiar with their respective merits and can unhesitatingly pass our own recommendation on to our customers. We believe that distributing merchandise of this unqualified character adds to the prestige of a store."

Sales Manager, RADIN & KAMP,

Fresno, California

GOOD HOUSEKEEPING

Everywoman's Magazine

IT MUST be that we are selling shoes very successfully. We say this because the world's largest shoe store, Fyfe's, located in Detroit, has, for the last three years used more space in The Free Press than in any other Detroit newspaper. In 1928, this store was using more space in one of the Detroit evening newspapers. However, in 1929, this situation was changed with The Free Press carrying the major space for 1929, 1930 and 1931. Through The Free Press in Detroit, you *meet the buyer* in the districts from which emanates four-fifths of the city's retail business by volume . . . where this newspaper concentrates 76% of its city circulation. **THE DETROIT FREE PRESS**

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Emphasize Three Elements of Successful Packaging

Second Clinic and Conference Is Held

ECONOMY, appearance and protection, these three essentials of profitable packaging formed the basis of most of the discussions which made up the program of the second conference and clinic on packaging sponsored by the American Management Association. Sessions were held during a six-day meeting, last week, at Chicago and were devoted to packaging, consumer marketing, packing and shipping and production planning.

Speakers and their subjects included:

"What Makes an Effective Package?" Ben Nash, Products Development Co., Inc.

"Packages From the Consumer Point of View," Katharine Fisher, director, Good Housekeeping Institute.

"Color in Package Making—Old and New," Arthur S. Allen, colorist.

"The Machine Age—Its Effect on the Consumer," Dr. J. W. Hayes, director of research, Crowell Publishing Co.

"New Products of the Machine Age and Their Relation to Consumer Marketing," L. R. Boulware, general sales manager, Syracuse Washing Machine Corp.

"The Machine Age and Consumer Marketing," Irwin D. Wolf, secretary, Kaufmann Department Stores, Inc.

"Factory Pre-packing for Retail Distribution," C. E. Allen, commercial vice-president, Westinghouse Electric & Mfg. Co.

"Reducing the Production Costs of Packaging," Francis Chilson, of Chilson & Schaedler.

"Packing and Shipping Fragile Articles," R. L. Beach, General Electric Co.

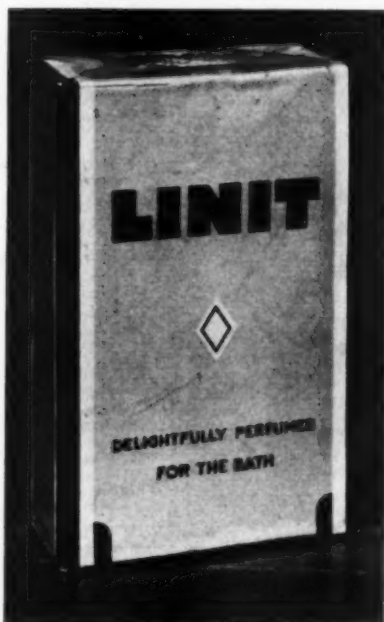
More than 400 packages were entered in the contest for the Wolf package award. They were submitted by 100 package users and more than sixty package manufacturers. The package for Linit, made by the Corn Products Refining Company, was judged to be the trophy winner for "the best package developed and placed on the market." Entries

were judged, first, on appearance, second, from the standpoint of utility, and, third, on their salability.

Points which caused the judges to favor the Linit package, it is reported, were, first, its high visibility which makes it possible to read the name even when the package is turned to one side; second, the cleanness, clearness, freshness and simplicity of design, and, third, the fact that its color is appropriate to its intended location, the bathroom.

Eleven honorary awards in the form of certificates were made by the American Management Association for groups or classes of packages as follows:

Open Display Folding Boxes: Johnson & Johnson, for the "Conetts" package.
Corrugated Box Shipping Containers:



Victoria Paper Mills, Inc.; for the Victoria "Three Silk" toilet paper shipping cases.

Metal Cans: The Nakat Packing Corporation, for salmon cans.

Corrugated Box for Factory Prepacking: R. H. Macy & Co., Inc., for box designed for packing dishes.

Family of Paper Box Packages: National Sugar Refining Company of New Jersey, for fourteen Jack Frost sugar cartons.

Wooden Boxes or Crates: General Box Company, for re-usable banana box.

Multiple Open Display Container: The Spool Cotton Company, for cabinet for bias trim and sewing threads.

Glass Containers: Richard Hudnut, Inc., for Gemey Brilliantine bottle.

Individual Visible Display Packages: William D. Whitaker, for BLU/BAK Dust Pad Package.

Family of Glass Containers: Curtice Brothers Company, for Blue Label ketchup and Blue Label tomato juice cocktail.

Set Up Boxes: Eaton Paper Company, for green set-up package with etched square in center.

The winning packages and other entries will be on display at the Art Center, 65 East 56th Street, New York. They will be exhibited from April 1 to April 25 at the Rhode Island School of Design, Providence. Then, by arrangement with the Art in Industry Alliance, the packages will be exhibited in Ohio, Illinois and various cities in New York State.

Death of A. M. Briggs

Albert M. Briggs, vice-president of Outdoor Advertising, Inc., New York, and a director of the General Outdoor Advertising Company, died at Garden City, Long Island, on March 5. He was fifty-seven years old.

Mr. Briggs had been engaged in advertising work throughout his career and was one of the organizers of the Associated Advertising Clubs of the World, predecessor to the Advertising Federation of America.

J. E. Jellick with Portland Cement

J. E. Jellick, formerly manager of advertising and sales promotion of the Calaveras Cement Company, San Francisco, has been made manager of the Portland Cement Association, at that city. He was with this association before joining the Calaveras company.

To Advertise New Bridge Pencil

Salz Brothers, Inc., New York, will conduct an advertising campaign using business papers and direct mail to feature a new automatic computing pencil for contract bridge. Diener & Dorskind, Inc., New York, has been appointed to direct the advertising.

G. G. Curtis Starts Own Business

George G. Curtis, recently with the business department of the American Medical Association as advertising representative of *The Journal of the American Medical Association* and *Hygeia*, and before that advertising sales manager of *The Farm Journal*, has established a publishers' representative business under his own name at Chicago. Offices are at 1 La Salle St.

Mr. Curtis will continue his representation of *The Journal of the American Medical Association* and *Hygeia* in the Middle West. He has also been appointed Western representative of the *American Journal of Nursing*, New York, and *Hospital Topics and Buyer*, Chicago.

Young & Rubicam Transfer Graham Starr

Graham Starr, vice-president of Young & Rubicam, Inc., who has been with the New York office, has been transferred to the Chicago office.

Frederick O. Perkins, until recently vice-president of the J. Walter Thompson Company, has joined the staff of Young & Rubicam as an account executive.

Building Supply Publications Merge

Building Supply News, Chicago, has absorbed the *Building Material Merchant*, of that city. L. B. Hammond, who has been advertising manager of the *Building Material Merchant*, has joined the *Building Supply News*, as advertising manager.

With "Roadstand Management"

Fred W. Swanson, for many years Western advertising manager of the *National Hotel Review*, now the *Hotel World Review*, has been appointed Western advertising manager at Chicago of *Roadstand Management*.

E. J. Gants with Futura

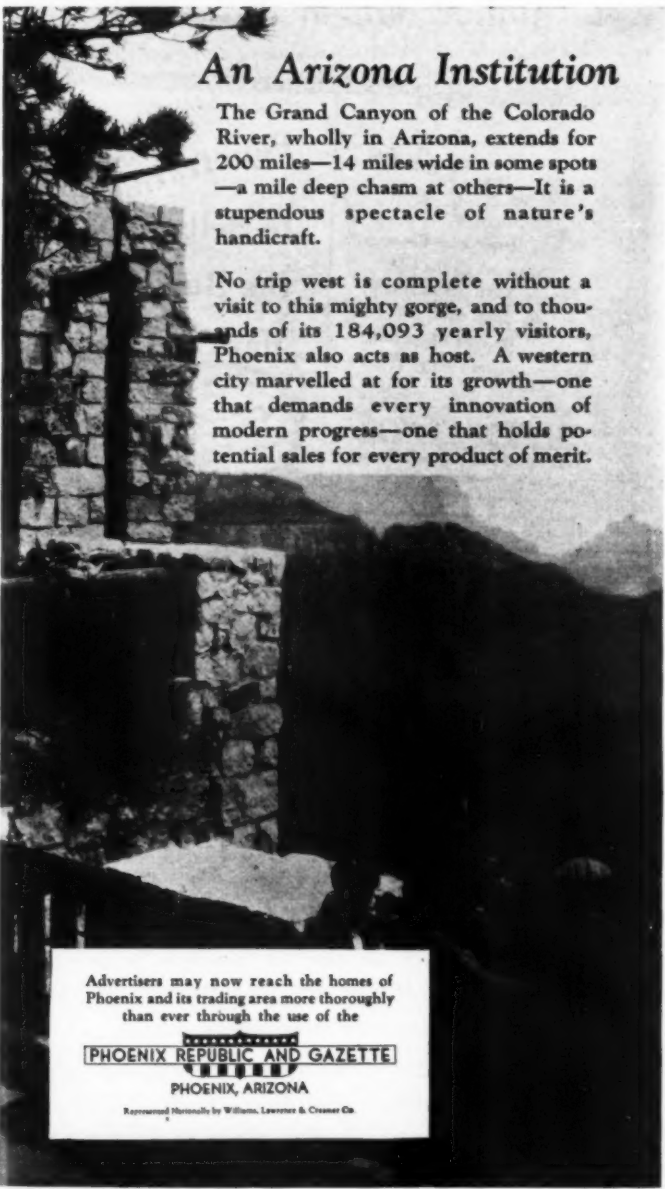
Edward J. Gants, formerly Eastern advertising manager of *College Humor*, has joined the advertising staff of Futura Publications, Inc., New York, publisher of *Movie Mirror* and *Love Mirror*. Most recently he was Eastern advertising manager at New York of *Institution Management*.

Appoints Lewis-Waetjen

The Angier Chemical Company, Boston, has appointed the Lewis-Waetjen Agency, Inc., New York, to direct its advertising account.

Has Shoe Machinery Account

The Compo Shoe Machinery Corporation, Boston, has appointed the R. D. Northrop Company, of that city, to direct its advertising account.



An Arizona Institution

The Grand Canyon of the Colorado River, wholly in Arizona, extends for 200 miles—14 miles wide in some spots—a mile deep chasm at others—It is a stupendous spectacle of nature's handicraft.

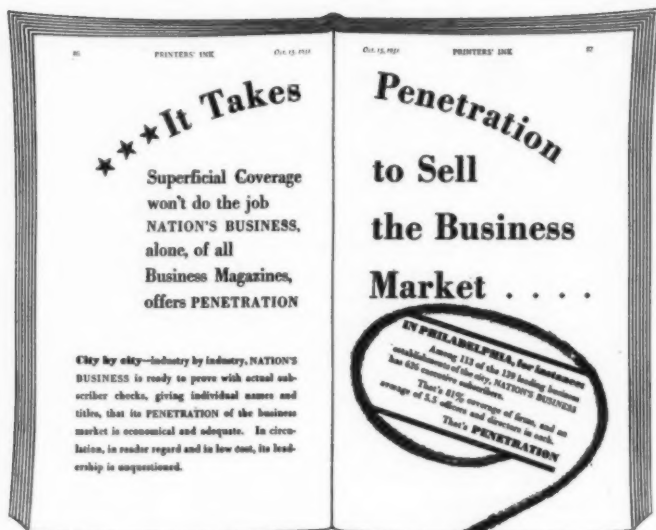
No trip west is complete without a visit to this mighty gorge, and to thousands of its 184,093 yearly visitors, Phoenix also acts as host. A western city marvelled at for its growth—one that demands every innovation of modern progress—one that holds potential sales for every product of merit.

Advertisers may now reach the homes of Phoenix and its trading area more thoroughly than ever through the use of the

PHOENIX REPUBLIC AND GAZETTE

PHOENIX, ARIZONA

Represented Nationally by Williams, Lawrence & Creamer Co.



IN KANSAS CITY, for instance:

Among 34 of the 41 leading business establishments of the city, NATION'S BUSINESS has 92 executive subscribers.

That's 82.9% coverage of firms, and an average of 2.7 officers and directors in each.

That's **PENETRATION**

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How to Schedule Selling

Planned Activities of Representatives Can Be Set Down in Black and White, Manufacturers Find

KEYSTONE CHEMICAL COMPANY, INC.
CLEVELAND, OHIO

Editor of *PRINTERS' INK*:

Our company employs several salesmen who contact our customers and prospects in their respective territories, usually covering several counties. The problem that confronts us is how to check up on these men to see that all prospects are covered and contacted regularly, and naturally we would like to do this with a minimum of clerical labor on our part.

H. A. NELSON,
Vice-president.

SOME companies have found that checking up on salesmen is most productive when it is combined with a previous planning of the work to be done. The long-used method is to supply all salesmen with report blanks which are filled in with the name of the prospect or customer and the remarks of the salesman on the results of the call. Such reports are made daily or at some other regular interval by all salesmen. The fault of this system is that there is no definite scheduling of the salesman's time, no definite objective, with which to compare the results reported.

The scheduling system, used by a few companies, is worked out in this manner: At the beginning of each year, or of any desirable shorter period, such as six months or three months, each salesman is required to fill out a form which gives the district or general sales manager a comprehensive picture of what that salesman proposes to do in the period covered.

The form required is simple—merely a large sheet of paper ruled into vertical columns. Down the page in the left-hand column, which may be headed "Customers and Prospects," the salesman enters the names of everyone on his list. The other columns are governed by the number of lines the salesman handles and the promotion work he is required to do. Usually there is a separate column for each line and each activity, headed accordingly.

Each salesman is required to put down definitely under each of these headings, following the name of

each customer or prospect, just what he is going to do in sales and sales promotion and so on during the period covered by the schedule. Of course, this involves an estimate in dollars and cents as to what he is planning to sell to the various accounts of the different lines.

Because this major schedule covers a rather long period of time, it is used in conjunction with a weekly schedule. While the long schedule may require several sheets, one page is sufficient for the weekly schedule. Down the left-hand margin of the weekly form are the days of the week, from Monday to Saturday, with ten or a dozen lines for each day. Usually there are four vertical columns, headed like this: "City," "Account," "Scheduled Work," and "Results." It is well to leave plenty of white space for the last named.

Under the heading of "Scheduled Work" no vagueness should be permitted. A salesman should enter just what he proposes to do, as for instance, "X Stock Order, \$100," "Meeting of Store Salesmen," "Show New Z Line, and Sell \$50," and so on. The "Results" column should be filled in just as definitely.

Schedule Made Out in Triplicate

This weekly schedule is made out in advance, in triplicate, by every salesman. One copy goes immediately to the branch manager. At the end of the week the salesman fills in the completed record, sends one copy to the branch manager and keeps one for a check on himself.

Weekly planning provides, not only a schedule for salesmen which saves a great deal of lost motion and gets things done, but also a scoreboard. It also enables branch managers to check up on salesmen's proposed activities in advance. When the branch manager gets his copy he checks it against

the salesman's longer schedule to see that he is keeping to his main route, planning so as to accomplish what he set out to do over the longer period.

If the, say, quarterly schedule calls for a salesman to do some particular thing on a certain account and that salesman has not set down this particular thing under his "Scheduled Work" for what the manager knows will be his last opportunity to call on that account during the quarterly period, then that salesman is promptly reminded of his omission.

The "Results" column is a valuable check, both for the salesman himself and for those who direct his efforts. If a man consistently falls down on some one line or activity, his failure stands out in the completed reports of his work week by week. The salesman sees that as quickly as the manager, and it is a point of pride with him to build up his showing in the "Results" column. If he does not, his manager has proof of the exact points on which he needs coaching.

It is the weekly checking of the results against the schedule that brings the best efforts of salesmen into play and makes this system particularly valuable in cases where salesmen may have grown lax. Planning in advance is desirable, not only for the salesmen, but also for the company.

The scheduling system, it will be noted, involves four definite steps, and each one is important: first, setting down what is to be done for a certain period of time; second, scheduling various parts of that job for accomplishment at definite intermediate times; third, periodic check-ups to see that the work is following the plan; fourth, correcting the weak spots, the faults and the mistakes which are shown by the check-ups to be the causes of failure at any point.—[Ed. PRINTERS' INK.]

Heads Doherty-Brehm

George L. Doherty, formerly vice-president of the Doherty-Brehm company, New York, humidifying apparatus, has been elected president of that company. He succeeds E. W. Brehm who has resigned.

Death of Clark McKercher

Clark McKercher, corporation lawyer, who was widely known in the advertising business, died at New York last week. He was a senior partner in the law firm of McKercher & Link, who for more than ten years have served as legal counsel to the American Association of Advertising Agencies.

During the prolonged litigation in the Federal Trade Commission's case which charged five associations prominent in advertising with attempts at unfair competition and conspiracy in restraint of trade, Mr. McKercher handled the case for the agency association. Litigation started in 1923 and ended with the Commission's dismissal of the case in 1930.

Mr. McKercher also took an active part in the organization of the National Chain Store Association. As its legal counsel he was a prominent figure at the conference which, under the auspices of the Federal Trade Commission, met at Chicago in 1928 to draw up trade practice agreements among leading elements in the grocery industry.

From 1907 to 1913, Mr. McKercher was a special Assistant Attorney General with the United States Department of Justice. He was 59 years of age.

"Monograph Series" Combined with "Pencil Points"

By an arrangement made between the publishers of *Pencil Points*, New York, and Russell F. Whitehead, publisher of the *Monograph Series*, the two publications will be combined beginning with the April issue and will be published under the title, *Pencil Points*.

Under this arrangement, the *Monograph Series*, recording the architecture of the American Colonies and the Early Republic, will be published in *Pencil Points* as an additional feature.

Appoints Frost, Landis & Kohn

The Oklahoma Newspapers, Inc., has appointed Frost, Landis & Kohn, publishers' representatives, as its representatives. This group of newspapers includes the *Altus Times-Recorder*, the *Alva Review-Courier*, the *Clinton News*, the *Elk City News*, the *El Reno Tribune*, the *Hobart Democrat-Chief* and the *Mangum Star*.

C. W. Freeman with Hart Lehman

Charles W. Freeman, formerly with the E. T. Howard Company, Inc., New York, has joined Hart Lehman, advertising agency, also of that city, as an account executive.

Wade, Barthe & Company, Syracuse Agency

Wade, Barthe & Company is the name of an advertising agency which has been formed at Syracuse, N. Y., by William Wade and George F. Barthe. Offices are at 410 North State Street.

Finds Selling Force in Fear Appeal

Böst, Inc., After Testing Copy, Enters Comprehensive Advertising Program

WITH all due respect for the depression, Böst, Inc., manufacturer of tooth paste, is entering upon the largest national campaign in its history, beginning March 1, and extending for a period of over two years.

It is the policy of Böst, Inc., to increase advertising as sales increase. Sales have been expanding rapidly and right now the company has achieved national distribution. Therefore, it feels, the time is ripe for a well-directed advertising barrage designed to move the goods off the dealers' shelves and create future demand.

Fortified with an appropriation in excess of \$600,000, as compared with \$240,000 for the year of 1931, this barrage finds its main weapon in the car cards of 39 principal cities, reinforced with magazine, newspaper, radio advertising and store displays.

Böst Tooth Paste is an invention of a chemist, Dr. Wm. Dale Bost, who after several years of experimenting on the effect of tobacco stains upon enamel, perfected a compound for removing the discoloration from teeth. From its inception, therefore, Böst advertising has always been based upon

this consideration of smokers' teeth.

Last August the company staged a test campaign in Fort Worth, Texas, which proved conclusively that its appeal is fundamentally sound. Entering the Southwest totally unknown, and faced not only with the competition of the many well-advertised brands, but up against severe price-cutting, the company launched an offensive that included full and half-page space in a leading newspaper and time over a local radio station. Today Böst is a best seller in Fort Worth—and this accomplishment can be credited to advertising alone, for no attempt was made to play ball with the price-cutters.

The keynote of the new campaign is found in the slogan, "Beware Of Smoker's Teeth," the first letter of each word forming the name, Böst. Faces of beautiful women dominate the advertisements and the threat of the slogan is brought forcefully to attention by means of a thin mortise drawn across the lips. By the frequent use of women in the illustrations, a definite bid is made for the ever-growing market of female smokers.

In describing the use of negative copy, C. H. Lesser, treasurer of



Car Cards Are Böst's Main Weapon

the company, informs PRINTERS' INK that: "Fear, whether it be of growing age or of anything else, is a tremendous stimulant. Still, to be most effective as an advertising appeal, I believe fear should be used in conjunction with another emotion. Consequently, we scanned the list of feminine emotions for something which would add tone to our copy, and at the same time, impart a tempering effect. Our present copy is a combination of fear—and vanity.

"We realize, of course, that the fear appeal has been potently and often used in the past by many advertisers of other products of a personal nature. Yet I feel that our appeal is more powerful since it is based, not on a scientific word or phrase, but upon the proved results of what our product will do.

"An application of this is embodied in a point-of-purchase display we prepared for distribution among our dealers. It bears the caption, 'Make This Startling Test!' and pictures a young lady

blowing a puff of cigarette smoke through a handkerchief, causing a dark brown stain. The text informs the reader that if the handkerchief be placed on a hard surface and rubbed with a liberal application of Böst Tooth Paste, the stain will disappear. The implication is naturally that 'Böst Tooth Paste cleans your teeth the same way.' In conclusion we urge the reader to make the same test with the dentifrice he, or she, has been using.

"There is just one more point I should like to bring out. Though our advertising is addressed to the smoker, it cannot help being noticed, and even read, by thousands and thousands of non-smokers. To these people our claims will be just as interesting and impressive. To mothers and such, a tooth paste that will expunge tobacco stains, will be just the thing to keep Junior's teeth bright and shiny. And so, though our message may first appear restricted, it is in truth practically universal."



A Challenge for Mr. Lebharr

WILSON & BENNETT MFG. Co.
CHICAGO

Editor of PRINTERS' INK:

Godfrey M. Lebharr in his recent article ("Leaders, Loss Leaders and Misleaders," PRINTERS' INK, February 11) tries to enlighten us on the subject of "leader" and "loss leader" selling and thereby hush the cry against "below cost" selling with which the chains are stupidly charged. Can it be that the gentleman has never shared the confidence of the purchasing department of sundry chain organizations?

Those of us with no ax to grind do not hesitate to state that chain merchandising today positively includes "loss leaders" in the conventional sense of the word and cannot be put off with Mr. Lebharr's words. No amount of dwelling on the difference between "loss leader" and "leader" can dispute the fact that chains are today offering products at below net purchase price.

If the smaller margin of profit and the smaller total cost of retail operation alone justified the vicious price-cutting of the chains, I am certain that manufacturers of advertised and unbranded merchandise would not be sweating under the collar, independents would not be up in arms against one or the other, or both. We do not denounce anyone for selling his service or product at a figure which legally and morally brings him a fair return, but predatory price slashing which disrupts a nation cannot be tolerated.

For that reason we who are free from the chain complex long for the time when chains will drop such tactics and use only those advantages which their physical make-up entitle them to.

If Mr. Lebharr still dissents, I will bring facts to his attention which he may have overlooked.

H. D. WEIL,
Advertising Manager.

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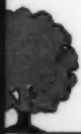


Beginning —

SONS

by the Author of THE GOOD EARTH

Starting With This Demure Young
Communicant on the Front Cover



HARRY PAYNE BURTON
Editor

Hearst's International Cosmopolitan

(Trademark Registered in U. S. Patent Office)

Contents for
APRIL, 1932



Next month —
**Arthur Somers
ROCHE**

begins the first
of a Series
of Exciting

Adventure- Mysteries

—the best stories
this popular and
brilliant author
has ever written!

Be sure to
begin them in

MAY
Cosmopolitan

SHORT STORIES

- The Freak Hand *by Margaret Culkin Banning*
White Magic *by Sir Philip Gibbs*
Shade of Old Baldy *by Elmer I. Ransom*
The Exile *by Peter B. Kyne*
Three Hats *by Margaret E. Sangster*
Love Forty *by Royal Brown*
Bait in the Trap *by George Weston*

SERIALS

- Sons (Part I) *by Pearl S. Buck*
Copyright, 1930, by Pearl S. Buck
Ma Cinderella (Part III) *by Harold Bell Wright*
Copyright, 1930, by Harold Bell Wright
Spawn of the North (Part V) *by Barrett Willoughby*
Copyright, 1930, by Barrett Willoughby
Static (Conclusion) *by Rupert Hughes*
Copyright, 1930, by Rupert Hughes

SPECIAL FEATURES

- Cosmopolitan Almanack for April *by F. P. A.*
An Introduction to the Author of "The Good Earth" *by Alexander Woolcott*
His Apologies *by Rudyard Kipling*
Copyright, 1930, by Rudyard Kipling
The Male and the Female of Bridge *by Mrs. Ely Culbertson*
Man of Destiny *by the Authors of "Washington Merry-Go-Round"*
The Seven Most Interesting Streets in the World *by Robert L. Ripley*
If Christ Should Come Today!—A Symposium
What Every President Should Know *by Bruce Barton*
Speakeasy de Luxe *by O. O. McIntyre*
A Princess in Exile *by the Grand Duchess Marie*
Would You Do These Things for Money? *by Jack Kofoed*
Flying the Mail *by Bogart Rogers*

Cover Design by Harrison Fisher

Published monthly by INTERNATIONAL MAGAZINE COMPANY, INC., 5715 R. at Eighth Avenue, New York City.
WILLIAM RANDOLPH HEARST, President. THOMAS J. WHITE, Vice-President. JOHN RANDOLPH HEARST, Treasurer. ARTHUR S. MOORE, Secretary.
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Every Title on This Page Shows How
Mr. Hearst's Editorial Instructions to Print

**"...Vivid, Virile Articles by the Best
Literary Craftsmen of the Day..."**



Wang the Third had left his father's court a wild, angry lad. Now he came back a man, the tallest of the three brothers.

by

PEARL S. BUCK

Illustrations by

C. E. Chambers

emperor in the new robes we have waiting for you, and we have rented embroidered cloths of scarlet and of gold to be spread over your coffin as it is carried through the streets of the town for all to see."

Thus he shouted until his face was red and he was breathless, for he was a very fat man, and when he stood erect again, Wang Lung's second son took up the tale. He was a small, yellow, crafty man, and his voice came out of him through his nose, piping and small, and he said:

"There will come the priests also, who shall chant your soul into paradise, and there will come all the hired mourners and the bearers in red and yellow robes who shall carry the things we have prepared for you to use when you are a shade. We have two paper-and-reed houses standing ready in the great hall, and one house is like this and one like the town house, and they are filled with furniture and with servants and slaves and a sedan chair and a horse, and all you need. They are made of paper of every hue, and when we have burnt them at your grave and sent them after you, I swear I believe there will be no other shade so fine as yours, and all these things are to be carried in the procession for everyone to see, and we pray for a fair day for the funeral!"

Then the old man was vastly cheered and he gasped out, "I suppose—the whole town—will be there."

"The whole town, indeed!" cried his eldest son loudly. "The streets will be lined on either side with all the people who come to see, for there has not been such a funeral, no, not since the great House of Hwang was at its height!"

"Ah!" said Wang Lung, and he was so comforted that once more he forgot to die, and he dropped into one of his sudden slumbers.

But even this comfort could not go on forever, and

sons had bit in himself. He had ever been more body than soul comfort. And he had been a stout and lusty man in his time, and wood, and he could not lightly let his body go, and when he felt coffin was his soul stealing away he was afraid, and he cried out Wang the a hoarse, gasping voice, wordlessly, as a child cries. Whenever he cried out thus, his young concubine, Pear why it se blossom, who sat by him day and night, reached out and soothed his old hand with her young hand, and his two sons hastened forward to comfort him with the tales of the funeral they would give him, and they told him over and over all they planned to do. The eldest son stooped his great, satin-clad body to the small, shriveled, dying man, and he shouted into his ear: "We will have a procession more than a mile long, and we shall all be there to mourn you: your wives, many men, sleeping and mourning as they should, and your sons and your sons' sons in white hempen garments of woe, at times and all the villagers and the tenants from your land, and your soul's sedan shall go first and in it the picture at it must have had an artist draw of you, and after it is to be your splendid coffin, wherein you will lie like an

True Human Interest..."





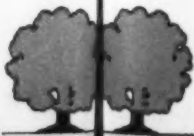
My little friend

His Apologies

by RUDYARD KIPLING



"... Art Work That Illuminates ..." Makes
COSMOPOLITAN Greater Today Than Yesterday... Greater TOMORROW Than Today



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If CHRIST Should Come *Today!*

Dramatized by E. F. Ward



By the Very Reverend
William Ralph Inge
of St. Paul's, London

IF CHRIST came back to earth, where would he first possibly in the United States. And what would he say? Possibly he has been suggested, a schoolmaster.

It is not likely that he would say the same things in the twentieth century that he said in the first. He came into a world of physical poverty, utterly unlike our modern industrial civilization. And yet we are all murmured that if he came again he would have much to say to us about problems which never came within his power. He never wished to be a legislator. He moved among men as a prophet. Like the old prophets of his nation, to denounce the formal religion of the priests, and hated hypocrisy and externalism: like them, he condemned those who greed the fairs of the year; like them, he urged his hearers to repent, and spoke of a coming "day of the Lord" when righteousness would triumph and wickedness would be punished.

He was tempted, or urged, to do several other things, but he steadily refused. He would not be a political agitator or the leader of a national rising against the Romans. He would not be a social reformer. When asked to "speak to my brother," that he divide the inheritance with me," he replied, "Who made me a judge in a divider over you? Take heed, and beware of covetousness."

When they asked him to make laws for his country, he gave them general principles, and left his disciples to apply them. He founded no new religion; he only gave them a "new commandment" which made a new society necessary. And so, by refusing to make rules for his own generation, he left principles which are valid for all generations.

It is there any important branch of conduct in which his teaching seems to fall up? Yes, broadly there is one. It seems taught his disciples to think about the future of the human race. Even the church was a brief glimpse of the Kingdom of God should come. There is nothing in the Gospel which makes the world a better place for those who will come after us, and no encouragement to hope for the progress of humanity.

These thoughts were practically unimportant in the first century. But since then and especially for the retirement of money are new for many persons the most living part of their religion. It is disappointing to find no such direct sympathy with these ideas in the Gospel. We must try to guess what Christ would have said about them if he came back to earth.

It is certain that he attached little value to the acquirements of civilization. He despised luxury, which directs the mind from higher things, multiplying cares and complicating life to no purpose. But anything which makes human nature violently better would have had his warm approval.



By DEAN INGE of London
HENRY VAN DYKE
G. K. CHESTERTON
HENDRIK W. VAN LOON
CHARLES M. SHELDON
LEWIS BROWNE
J. B. S. HALDANE
ALDOUS HUXLEY
MARGARET SANGER

It is not unfair to conclude from his often-repeated sayings about the tree which is known by its fruit, and the impossibility of gathering grapes from thorns or figs from thistles, that he would heartily have approved of eugenics. And in spite of the austerity of his outlook upon life, he said to that man and woman will be judged—rewarded with eternal life or condemned to eternal punishment (the word is the same in the two cases)—according as they have or have not ministered to their brothers in distress, want, or other bodily troubles. "This is easier enough to assure the world, whether that his activities are pleasing to Christ."

But let us come to closer quarters with our particular problems. What would Christ have to do about War, about the Social Question and about Personal Misdeeds? War is of course the organized and the most utterly foolish of all our institutions. What would Christ do to bring this monstrous anarchy to its end? I really do not know. We may be sure that he would have condemned war absolutely; but would he have approved of the "unconditional surrender"? The church has never again with a certain voice about this problem—one of the most difficult which we have to grapple with. And yet we all know that another world war would probably be the end of Western civilization.

The Social Question, in its present form, dates from the industrial revolution. It is a disease of urban civilization, and the London is greatest not in the poorest countries, but in the richest—among the comparatively well-paid workmen of western Europe and North America.

The Revolution, as we may call it, has declared war to the knife against Christianity. Wherever the influence of Marx has penetrated, we find a desire to plant religion up by the roots, and to install in its place atheism and materialism. One of the Romans said once, "We can make no terms with Christianity, which is a religion of love; ours is a religion of hatred."

It is of course possible that this violent hostility is a stupid mistake. There is nothing unchristian in a system of state-capitalism. Even Communism has been made to work, on a religious basis, in the republics, and on a small scale (may we not say?) in the U.S.S.R. like.

An Easter Symposium
in which famous persons
tell how Jesus, *risen again*,
would solve our Problems

And further Mr. Hearst instructed—
"...the contents will appeal to the
discerning magazine reader..."

White Magic

By
SIR
PHILIP
GIBBS

Illustrations by
Ralph Fulton Colburn

Illustration by
Carmelo Schenck

Illustration by
Ralph Fulton Colburn

Unlucky at Cards, Unhappy at Home?

The Male and the Female of BRIDGE

by MRS. ELY CULBERTSON

Adherence to that far-sighted policy, which is flexible only in its well calculated ability to keep a step ahead of the times, has made COSMOPOLITAN one of America's most consistently successful advertising values.

Hearst's International
combined with
Cosmopolitan

57th STREET at 8th AVENUE, NEW YORK

The Class Magazine with more than One and a Half Million Circulation

Illustration by
William Coleman



Collection, for
the first time, in
a single volume.

Home?

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Purchasing Agents Like Facts, Not Frills, in Advertising

A Frank Discussion Which Shows That Direct Statements Sell Them the Most Merchandise

By C. B. Larrabee

"THE kind of advertising that particularly appeals to a purchasing agent is that which gives him information that he can use in the placing of orders or in discussing products to be purchased with the operating or sales department.

"This means that advertising which gives definitions of quality, limitations of use, or particularly emphasizes uses for which products are especially adapted, is information which, if used by a purchasing agent, increases his efficiency in operating his department.

"Institutional advertising, good-will advertising, pictures of plants where products are made, etc., do not have elements in them that will tend to increase the efficiency of a purchasing agent. Consequently, if he is at all busy he has no time for them and resents their taking up his time, either as part of his mail or in diluting the advertising pages of business papers so that his job of gathering information is more difficult than it would otherwise be."

Opinions Seem to Agree

Thus the purchasing agent of a large chemical and drug company expresses his own reactions toward advertising and reflects pretty thoroughly the reactions of a number of other purchasing agents who were recently requested by PRINTERS' INK to answer the question, "What kind of advertising appeals most to you as a purchasing agent?" These men represent a wide variety of companies but their opinions were surprisingly unanimous. Because they spoke with the utmost frankness many of them asked not to be quoted directly.

A number of interesting and significant facts developed from

the survey which gives an excellent cross-section of these men's views of advertising.

In the first place they are readers of advertising and close students of it. For instance, one of them says:

"Purchasing agents find it difficult to keep abreast of the times without the aid of proper advertising, since they are always glad to receive help from sellers through advertising, if that advertising will make them more efficient in their jobs."

They Follow Advertising Closely

Recently, in a large Eastern city the members of a purchasing agents' association were queried concerning their reactions toward advertising and it is significant to note that 97 per cent of them answered "Yes" to the question, "Do you find it profitable to follow the advertisements of any of the items you purchase?"

Being close students of advertising, they are also highly critical. Again and again in their replies to the questions put them by PRINTERS' INK they deplore wastes and make suggestions which show that often they try to sit on the other side of the fence and put themselves in sympathy with what the advertiser is trying to do.

First and foremost, these men want facts, not frills.

Says the purchasing agent for a large industrial concern:

"In our department we discard without reading institutional advertising, good-will advertising, and in fact all advertising that does not specifically and particularly give us information that is of direct assistance to us in buying.

"Advertisers should not lose sight of the fact that purchasing agents are much interested in—

(a) New sources of supply.
(b) New qualities of products advertised.

(c) New uses of products advertised.

(d) New products and of these they must know what they are and how they may be used."

The purchasing agent of a large rubber company says:

"I prefer the kind of trade publication advertising which states accurately and technically the advantages and uses for the product. I fight shy of that type of advertising which deals in generalities and extravagant claims. I am apt to throw away, unread, direct-mail advertising which tries to provoke attention by scare-head methods."

Performance Is the Thing

These men are not particularly interested in claims but they are interested in performance.

"The progressive purchasing agent is constantly on the lookout for materials and methods which will accomplish given results more cheaply or more satisfactorily," says the purchasing agent of a chemical company. "He wants to know what the advertised product will do, not how well the advertiser claims it will do the job."

Frequently, in the replies received there occur such words as "conciseness," "brevity," "facts," "news."

The advertiser who wishes to get the purchasing agent by the use of tricks is in the majority of cases doomed to disappointment. One of the men who answered the questions put to him in the survey, enclosed a pamphlet as a horrible example, saying:

"Enclosed is a pamphlet which is folded back and forth so many times that by the time you get it open and look at the mass of stuff offered, and not very attractively illustrated, there is not much to say about it. It isn't anything that can be filed for easy reference. Rather than waste the time from a busy day to go through a series of calisthenics to get at the advertiser's message, I merely throw the material away."

Purchasing agents are just as

susceptible as anyone else to well-planned material. Several complained of badly typed letters and of advertisements filled full of small type. One purchasing agent said that he thought it would be better policy for an advertiser with a limited appropriation to use fewer advertisements and larger space in order to avoid cluttered appearance and hard reading.

One point mentioned frequently was the matter of waste in mailing lists. The attitude of the purchasing agent is well summed up in a reply received from an executive of a large cable company.

"Advertisers," he says, "it would seem in at least a majority of cases make little effort to determine whether or not I may be interested in what they have to offer. It costs only a small amount to take a chance and mail something to me anyway and so my desk, each morning, is filled with a lot of unnecessary material."

"I am more convinced of the laxity and waste on the part of advertisers by the fact that they will so many times send many copies of the same thing to the same office under different names. For instance, our company is the merger of several large manufacturing plants. These plants have had no corporate existence for a long time and yet we still get in this office five or six pieces of the same advertising addressed to these various companies. All of these go promptly into the waste-basket because we cannot take either the time, effort, or expense to re-mail them."

"In addition to this, sometimes there come into this office advertising pieces, all the same thing, to five or six different men—another waste."

Misspellings and Cheap Fill-ins

Several purchasing agents indicated that they receive a remarkably high percentage of their mail with their names misspelled or with salutations such as "Mr. Smith" without any initials. In this connection, they also receive a number of letters with cheap fill-ins. One submitted a sample

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of a letter trying to sell a proposition that ran into several thousand dollars, yet this proposition was offered on the cheapest kind of a letterhead, with an obviously bad fill-in, with the name of the recipient misspelled, and with part of the letter so badly duplicated as to be illegible.

Make the Message Easy to Follow

Several of those who replied to the survey complained that frequently a large sum of money is spent on preparing a mailing piece which is so poorly laid out that the eye cannot follow the message. One folder submitted by a purchasing agent used four-color plates to back up a really sound, concise selling message. However, these illustrations were so scattered about the page that they interfered seriously with the telling of the selling message with the result that the mailing piece was a kind of puzzle which few busy men would take the time to solve.

Frank A. Gray, director of the National Association of Purchasing Agents, and purchasing agent, Lewis-Shepard Company, sends a copy of an article which recently appeared in the *Purchasing Agent*. In this article he has put the following questions which are worth the careful study of every advertiser.

Do we give our mailing lists the attention they deserve?

Do our sales managers succeed in forcing their men to report calls properly so that our lists are kept up to date daily?

Do we allow our mailing lists to contain from two to six names of executives in one concern so that from one to five of our mailing pieces go into the waste-basket in that particular office?

Do we send to customers circular letters soliciting business when they are intended for prospects?

Do we exhaust all available means of knowing whether or not the prospect is even remotely interested in our product?

Are our salesmen provided with concise, yet complete advertising matter which can be left with the executive?

Are these pieces the same that are used for mail campaigns or must we, for variety's sake, have several sizes and styles of printed sales talks?

These purchasing agents were asked what type of material they file. Many of them file no material at all, while others keep only catalogs. A few file almost any type of advertising which they feel gives them information that can be referred to later.

As to whether prices should be given in the advertising, there is some difference of opinion. Most of those who replied to the questions admitted that, in many instances, it is impossible to quote price owing to the variety of materials offered and the question of freight, etc. One purchasing agent, however, said, "In my opinion prices should be shown even though it is necessary to qualify them as subject to considerable variation."

In summarizing the survey, the following points would seem to be the most significant:

Business-paper advertising should be factual, concise, easily readable and attractively presented. (It is interesting to note how many of the purchasing agents laid stress on this latter point.)

Generalities Do Not Strike Home

Advertising of a general or institutional nature may have some value, but it is doubtful if this limited value will offset the purchasing agent's unfavorable reaction to generalities.

Exaggerated claims, or claims unbacked by proof, have no place in advertising going to purchasing agents.

Do not be afraid to use illustrations which will add to the attractiveness of the advertising.

Avoid small type.

In direct-mail advertising it is also essential to be as brief, concise and educational as possible. Two purchasing agents expressed a definite preference for regulation letter-size pieces without enclosures.

Avoid too many enclosures.

In sending direct mail to pur-

chasing agents, avoid large bulky displays which are hard to open and hard to read.

Be sure that the mailing list is correct and that you have the name of the man properly spelled, and also have his initials.

Avoid cheap fill-ins or any other type of penny-pinching which will interfere with the pleasurable reception of your advertising message.

Avoid, wherever possible, sending the purchasing agent material

which is of no interest to him. Over and above the waste caused by doing so you may create in his mind an impression that will work against you when you do send him something that he really can use with profit.

Avoid anything elaborate or tricky which may be time-wasting. The purchasing agent is a busy man and will appreciate your saving him time.

"Facts, not frills," is the motto to remember.

What Groucho Says

What? Boss Isn't a Real Advertising Man?

WELL, son, I busted Boss's heart the other day. Boss came in and sat down with that now-for-a-long-chat manner. I was heckishly bizzy, but couldn't fire Boss cuz he's Boss.

"Now Groucho," sezze, "wish you'd tell me what you told Kane about me when you and he were on the ship. He was very cordial when he came in to see me."

There was a chance to get awful solid with Boss by repeating some imaginary compliments of Boss which I didn't but otta have spilled on Kane while we were on steamship for Europe. Dunno why I can't spark on such an occasion. Dunno why I couldn't tell Boss that I had told Kane that Boss was a person of sterling character, a shrewd business man and a charming gent. But I didn't. I told about Eagles and Skippy. I sold Kane the idea of having Eagles and Skippy spark for him. Didn't mention Boss and Gent. Treas. or our marvelous research and statistical doctors of Ph.—nothing but Skippy and Eagles.

Why couldn't I fake an answer to Boss that would tickle him? You tell me why. T'aint that I'm honest. I'd a faked it in a minute if I'd a thought to. If I'm honest that way, I'm unintentionally and regretfully honest. Not a devil of a lot of virtue in that!

How did I answer Boss's question? Why I stammered and said: "Sorry, I didn't mention your name

to Kane till I parted from him and he asked whom to call for if he visited our shop and then all I said was to call for Boss. It was probably your own gracious charm that made him keen for his talk with you."

You see I didn't score an absolute zero, but I do wish I could remember to pull the bunk right on the spot when bunk is called for. Spite of many years of otta know better I still forget I am an ornament of a leading branch of the jolly-em-along industry and when I am asked a question I am liable to come back with a real answer.

Fact of it is, Kane wanted ads. I didn't think of Boss as an advertising man at all, but did think of Eagles and Skippy as such. What are you laughing for? Boss isn't an advertising man, hasn't been for twenty years. He's a business executive, an excellent hand shaker, a fine second-hand art connoisseur and a peach of a golfer for his years. He knows ad work is going on all around him. He doesn't dare to mess in it cuz he knows if he did he'd take it back to the period of 1903. He was an ad man then.

Do I mean that a man of his years can't be a modern advertising man? Not on your funny life I don't. I mean that he has been doing the other thing for so many years, he's more like a client in viewpoint than he's like us little boys whom he bosses.

GROUCHO.

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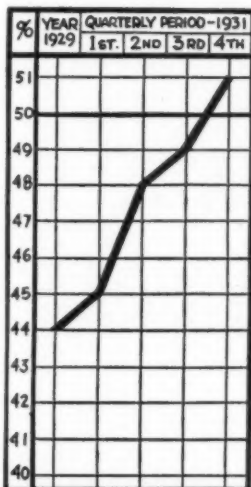
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Here's How Times Have
Changed in PITTSBURGH

For Instance—



Based on figures by
Media Records, with no
alteration of any kind

Back in the year 1929, the Sun-Telegraph carried 44 percent of all the department store advertising that appeared in Pittsburgh evening and Sunday newspapers. Since then it has steadily bettered its position until, in the last quarter of 1931, it carried 51 percent of this lineage—more than half.

Here are the Sun-Telegraph percentages of the evening and Sunday field as shown on graph:

Year of 1929 . . . 44%
1st Quarter 1931 . 45%
2nd Quarter 1931 . 48%
3rd Quarter 1931 . 49%
4th Quarter 1931 . 51%

THE PITTSBURGH SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

. . . . 1931 "SUCCESS STORIES" IN TH

BUICK

*goes ahead
in Philadelphia**

|| *★ Back of Buick's sales increase is an amazing story. Every manufacturer selling in this market should hear it before another advertising dollar is spent in Philadelphia.* ||

CURTIS-MARTIN NEWSPAPERS, INC. . . INDEP

PUBLIC  **LEDGER** *The*

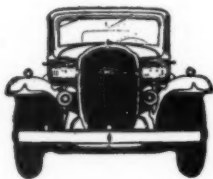
MORNING

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IN THE PHILADELPHIA MARKET



DURING 1931, Buick sold 34.6% of all high - medium priced cars purchased in Philadelphia, as against 30.3% in 1930—an improvement of position in its price field of 4.3%.

During 1931, Buick used 75.5% of all its Philadelphia advertising in the Curtis-Martin Newspapers.

INDEPENDENCE SQUARE, PHILADELPHIA

ERThe Philadelphia Inquirer

MORNING

SUNDAY

Boy and Dog Picture Gets 'Em

Demand for Copies of Eveready Poster Reproduced on February
Printers' Ink Monthly Cover Testifies to Its Wide Appeal

IF the National Carbon Company wanted any further evidence that its posters, for store display, have a wide appeal, it got this evidence last month. Shortly after the February issue of *PRINTERS' INK MONTHLY* was in the mail the company began receiving phone calls and letters requesting copies of the Eveready poster which was reproduced on the cover even though no offer was made to send it.

By the end of the month more than 150 requests had been received for this human interest boy and dog picture and for the Washington poster reproduced inside the February *PRINTERS' INK MONTHLY*. Many requested several copies of each.

PRINTERS' INK, too, received a flood of requests for extra copies of the cover. The artist, Frances Tipton Hunter, was complimented by many admirers of the picture, and her phone rang so insistently for a time that she threatened to have it removed.

The picture which aroused so much interest, in case you missed it, portrayed a boy and his dog at night. The dog has been lost and his young master has been looking for him in the dark, with an Eveready flashlight.

The president of an advertising agency wrote that "this is one of the cleverest things I have ever seen and I should be very glad to have one to frame and to hang up in my private office."

A surprising number of requests came from executives of companies making such prosaic products as drop forgings, abrasives and tools. The appeal of the picture was wide, it touched the hearts of all classes. And that is what it was intended to do.

H. A. MacMullan, sales promotion manager of National Carbon, believes that the explanation of the wide appeal of this particular poster lies in, first, its human interest; second, its good artwork, and third, the minimum amount of advertising in it.

Believing that there would be a large demand for the Washington poster, the company enclosed a leaflet with each one. This leaflet read:

"This poster commemorates the 200th anniversary of the birth of George Washington.

"In the past, Eveready posters have been eagerly sought by schools and other educational institutions. A limited supply of extra copies of this poster are available. If you can make use of them write the nearest branch office of the National Carbon Company, Inc."



The Eveready Posters Contain Very Little Advertising and a Lot of Human Interest

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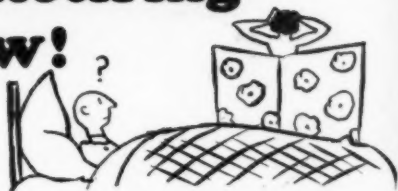
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She's So Retiring ---and How!



When it's time to hit the hay, I knock out my corn-cob, shed my clothes and crawl in. But when the Wife prepares to retire, it's an event. Removing a few garments, she pre-empt's the bathroom, washes her face, rubs in cold cream, wipes it off, pats in something else, adjusts her croquignole, lotions her hands, brushes her teeth and gargles—how that girl can gargle! Then in one lightning motion she slips into her pyjamas and into bed. In a minute she's out again—for something. Back under the covers, she hands me the hairpins she forgot to take out and after a brief monolog on the events of the day, she's in the arms of Morpheus. Oh, well, they're all alike, bless 'em, and that's why Los Angeles absorbs such an astounding quantity of toilet goods. And what I really started out to say is that in 1931 manufacturers and retailers of toilet requisites used more space in *The Examiner* than in any other Los Angeles newspaper. These experienced advertisers want an audience of women who have the money to gratify their whims. And they find it in *The Examiner*, with the largest circulation—and the largest *home carrier* circulation—of any morning and Sunday newspaper in the West.

Represented Nationally by W. W. Chew Organization.

NEW YORK
572 Madison Ave

CHICAGO
612 Hearst Bldg.

DETROIT
10-238 General Motors Bldg.

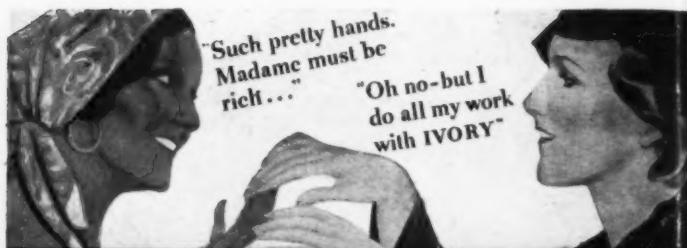
LOS ANGELES
430 Chamber of Commerce Bldg.

SAN FRANCISCO
Hearst Bldg.

SEATTLE
Textile Tower Bldg.

LOS ANGELES EXAMINER

Put Your Message Before the Moderns



To keep Hands pretty...
do dishes and cleaning with

IVORY FLAKES
OF SOAP

Forty Million "20

EVERY day 40,000,000 passengers are transported by the Street Cars of the United States.

Every day these 40,000,000 riders spend twenty minutes riding with the Car Cards.

They do not turn the cards from sight.

They do not tune them out.

They do not rush past them.

The Ivory Soap car cards are always good. They say over

STREET RAILWAYS ERT



"Will suit heavy blouse wash"

Sales Wash

Mar. 10, 1932

PRINTERS' INK

Mummy an' I
have a
beauty-
secret...
IVORY

99% pure



20 minutes" Every Day

ported appear in every car of our list. Here are four which
ere on display recently. Each received a 25% show-
ing for one month.

Every month 1,200,000,000 passengers *ride with the*
Ivory Soap car cards for twenty minutes. That's a lot
of free time to spend with car cards. How many
favorable impressions do the Ivory Soap car cards de-
ver? Do you think that 300,000,000 favorable
impressions every month is a fair estimate—or should:
They say over 3,000,000,000 yearly?

YS ERTISING COMPANY

A black and white illustration of a woman sitting on the floor, washing a large, heavy blanket. She is using a bar of Ivory soap. The blanket is draped over her lap. There are two speech bubbles coming from the woman. The first one says "Will such a heavy blanket wash well?" and the second one says "Yes, but use IVORY- it keeps wool softer!". At the bottom of the illustration, there is text that reads "Salespeople say: 'Wash wool with IVORY' FLAKES or SOAP".

"Will such a heavy blanket wash well?"

"Yes, but use **IVORY**- it keeps wool softer!"

Salespeople say:
"Wash wool with **IVORY**" FLAKES or SOAP

HOW CAN WE CHEAT THE BUYER OF PRINTING?

By substituting inferior paper? No, that's too obvious. By using poor inks? No, that's not worth while. By cutting down preparation time? No, for quality would suffer, and we'd be the losers.

Frankly, we can't discover a safe and sane basis for cheating, so we will continue our 56 year policy of delivering good printing at reasonable cost.

And, after all, it has proven to be a good policy, because quality and price have enabled us to carry on through the continued patronage of careful buyers of printing.

AND ADVERTISING

Plans, ideas, layouts, copy, art . . . a complete advertising department service is available through an attractive operating plan.

ISAAC GOLDMANN COMPANY

Founded 1876

80 LAFAYETTE ST.
NEW YORK CITY

TELEPHONE
WORTH 2-6080

PRINTING OF EVERY DESCRIPTION

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Do Your Salesmen Greet Buyers with "How's Business?"

Many Sales Managers Apparently Are Neglecting to Teach Their Sales Forces the Value of a Good Approach

By P. W. Combs, Sr.

Associate Professor, Marketing Department, New York University

"I AM just going to make a call on a buyer who is a rather tough customer," the salesman said to me. "Wouldn't you like to take a ride?"

I accepted the invitation, and as we drove along, said: "I suppose you have given some thought to preparing an approach to this buyer since you say he is a tough customer."

"Oh, I never prepare myself in advance of a call," the salesman replied, "I just walk in, start a conversation, see what happens, then adjust myself accordingly."

Plenty happened fast, but the salesman did not have much opportunity for productively adjusting himself to the situation created.

We walked in, and he greeted the buyer with this: "Well, chief, how's business?"

"What's the matter with you fellows?" the chief barked at him. "You're the third alleged salesman that has come in here today and asked me, 'How's business?' Can't you think of anything else—don't you read the papers? Well, I'll tell you how business is."

And he did.

Last fall I visited a number of dealers, jobbers, and industrial plants. I asked buyers this question: "How many salesmen greet you with, 'How's business,' or something similar?"

Some Typical Approaches of Salesmen

An astonishing number said more than half the total salesmen who called, made their approach in such a manner. Here are a few typical approaches:

In the office of industrial plant buyers: "Anything new since I was here last?" The buyer said:

"Nothing new." That was that!

Salesman in another instance took memo book from his pocket, looked at it and said: "My record shows we have not received an order from you for three months—isn't it about time we got an order?" He got no order.

In several instances the approach was this: "I just dropped in to see if you needed anything in our line." The buyers did not need anything.

Not the Salesman's Fault Always

My sympathies were with the salesmen on the basis that they were obviously being neglected. Apparently they never had been trained in the strategy of approach; and their sales managers are probably wondering why they receive so many reports reading: "Not in the market" or "Buyer would not grant interview."

To offset those examples of inefficient approach, there were many showing real artistry; and conversations with buyers seemed to establish this vital fundamental in selling—that the approach on return calls is just as important as on the first call. The salesman with some constructive thought to offer on every call is the man who has the inside track.

A druggist told me of this effective approach. He noticed a man studying the window. In a moment the man entered and said: "Are you the proprietor?" I have been admiring that window. I'm sort of a bug on window displays—carry a camera with me and take snaps of good windows. I would like to snap that one, but first let me show you some pictures I have taken."

The man then showed pictures

of various windows, taken in different cities; told the druggist he could have prints of any he liked. A friendly discussion was carried on for some time during which the man introduced himself as salesman for a wholesale drug house, and the druggist concluding the story said: "I had never seen him before, but he got a nice order."

Asked for an example of an outstanding approach, a building material dealer gave me this: "A young man came in with a magazine in his hand, and before even mentioning his name, he called me by name and said: 'Have you seen this story about a dealer in your field who recently jumped his sales 15 per cent through an inexpensive direct-mail plan?' I said I had not. We discussed the story, during which discussion the young man introduced himself and his company. He explained how he could help me carry out a similar plan with sales aids furnished by his company. He never had a chance to ask me for an order. I gave him one."

An Unusual Approach

An industrial plant buyer gave me this example: A young man briefly introduced himself and his company and said: "I am new in this work, and while I am quite sure my company can be of service to you in some way, I do not really know enough about your business to point out quickly the benefits we might offer you. Won't you be good enough to tell me something about your requirements, or about your business so that I may more quickly show how we can be of service to you?"

This buyer said that the approach was a relief from the high-pressure methods usually brought to bear on him; that he did tell the salesman many helpful facts; and that, while he gave no order that day, he did later on.

Many times, it seems, the successful approach was built on an apparently simple action, yet such simple actions were concerned with things in which the buyers had a definite interest.

A salesman himself gave me this: "I never call on a dealer stone cold. I keep a permanent record of my territory. In this I make a brief note that will show what I did or what service my company had rendered the buyer on each trip. This enables me to dig up something fresh for each visit. Sometimes my approach is built around some item in the local newspaper that I can use to start a pleasant conversation. Particularly I watch local papers for any news of interest to the buyer. Occasionally I take advertisements from one town to another, to show merchants what is being done in other communities. Many of my customers greet me with this exclamation: 'Well, what new idea have you got up your sleeve for us this time?' My formula for selling is: Always try to do something or say something that will help the buyer. Then he will want to help you."

Appointed by Dunn & McCarthy

E. D. Weld has been appointed advertising manager of Dunn & McCarthy, Inc., Auburn, N. Y., Enna Jettick and Heel Hugger shoes, succeeding Lawrence Jones.

Ed Woodrow, formerly advertising manager of the Krippendorff-Dittman Company, Cincinnati, Red Cross shoes, has joined the Dunn & McCarthy company in a sales promotion capacity.

Stationery Manufacturers Merge

Benj. D. Benson & Sons, Inc., and Stewart, Warren & Company, Inc., manufacturing bank and commercial stationers, have merged their business offices, factories and sales departments and will operate hereafter under the combined name of the Stewart, Warren & Benson Corporation. Offices will be at 480 Canal Street, New York.

Death of E. J. Sturtzel

Edmund J. Sturtzel, for nearly twenty-five years a member of the advertising staff of the Newark, N. J., *Evening News*, died at that city last week at the age of sixty-nine. Before joining the Newark *Evening News* he had been with the advertising department of the Newark *Star*.

New Account for Mogge

The Norlipp Company, Chicago, manufacturer of automotive accessories, has appointed Arthur R. Mogge, Inc., advertising agency of that city, to direct its advertising account.

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A New Beaver Hat

Imagination and Resourcefulness Now Cause Experiments with Glass Houses and Steel Houses

THE AMERICAN ROLLING MILL CO.
MIDDLETOWN, OHIO

Editor of *PRINTERS' INK*:

I was greatly interested in the article, "The Beaver Hats of Tomorrow" in your February 18 issue.

It seems to me that the building industry, which is, so far as methods of construction go, about where it was when Beau Brummell sported his first beaver hat, offers the inventive genius of America a splendid opportunity to do its stuff.

Perhaps you may be interested in an experimental frameless steel house which we are working out in Cleveland, Ohio. Our purpose in spending the money to carry on the experiment in times like these is to develop a new, and perhaps more economical, method of construction, which incidentally will open up an outlet for steel if it is successful.

The building industry has developed thousands of new materials, but so far as home building is concerned we still build houses like Kit Carson built his log cabin. The man who successfully develops a simple and economical method of construction will certainly find the end of the rainbow.

HUGH W. WRIGHT.

WHEN a producer of raw material builds a new type of house, providing heat and sound insulation and fire protection, as a possible outlet for his raw material, he proves the point of the article. The imagination and resourcefulness of America have not been scrapped during our late deflation period. The same sort of experiments which have pulled us

out of previous periods are coming to the front now.

The house now contemplated by the American Rolling Mill Company is to be built entirely of sheet metal and will require about fourteen tons of sheet. Officials of the company say the cost of this first experimental house will be less than an ordinary frame house.

The box-like corrugations of the metal are going to be filled with rock wool for insulation and sound-proofing and then a layer of dense board of exploded wood fiber will be fastened to the sheet metal, both inside and out. Exposed to the elements will be a layer of asbestos board, also fastened with structural adhesive. The interior sides will be finished with wallpaper or some other decorative finish.

The men back of this plan say that there is no danger of spoiling individuality if mass production of such houses becomes possible. It is claimed that almost any architectural design may be reproduced whether Tudor, Colonial or Modern, and that the house will not be limited to a few standard plans. By using wall sections of different width and by slightly telescoping, the necessary adjustments in the length of wall room can be made.

The Owens-Illinois Glass Com-



This Is the Experimental Frameless Steel House Referred to in Mr. Wright's Letter

pany has also adopted a similar plan. Their research engineers are studying a small house built entirely of glass brick at the present time.

Officials of Owens-Illinois state they expect a large development from the new product. Large oil companies have been interested in the experiments and filling stations and novel retail stores may be constructed soon of the glass brick in solid or mixed colors to attract attention during the day or at night when they are lighted. In addition, the glass bricks are expected to be used in many buildings for roofs and the upper walls to provide natural daylight.

The bricks are made both solid and hollow, the latter type providing insulation in addition to transmitting light.

Many other beaver hats in many other lines of industry are now being worked out in this rest period before the next period of activity. Just as the free trapper of several generations ago went out into the wilderness after beaver, so manufacturers in a wide variety of lines trying new ideas and experiments are going to build the big industries of the future. — [Ed. PRINTERS' INK.]

Santa Fe Cigars to Erwin, Wasey

The advertising account of A. Senzenbrenner Sons, Los Angeles, manufacturers of Santa Fe Cigars, will be directed hereafter by the Los Angeles office of Erwin, Wasey & Company. Plans are now being shaped for a comprehensive advertising and merchandising campaign in various cities west of the Rockies.

J. L. Fri to Join Toy Group

James L. Fri, for the last four years manager of the merchandise managers' group of the National Retail Dry Goods Association, New York, will leave that organization on June 1 to become managing director of the Toy Manufacturers of the U. S. A., succeeding Fletcher D. Dodge.

D. S. Eddins Heads Olds Motor

D. S. Eddins, formerly vice-president and general manager of the Olds Motor Works division of the General Motors Corporation, has been elected president of that division.

New England to Advertise for Visitors

A CAMPAIGN to inform the American public that New England will hold open house this summer, will be conducted by the New England Council. The campaign, using paid advertising space, will get under way in April. It follows four years of research and organization work preparatory to the campaign.

Financing is made possible by the support and co-operation of New England business interests, including railroads, hotels, oil companies, chain stores, telephone company, power companies and individuals. These interests, research shows, directly benefit from the money spent by tourists and vacationists visiting New England. It will be the purpose of the campaign to maintain and increase the 3,000,000 visitors which figures indicate visit New England every year and spend \$500,000,000.

Newspapers and magazines will be used. A feature of the campaign will be an illustrated booklet under the title "Your New England Vacation—Where to Go, What It Will Cost," which will be sent on request to coupon inquirers.

The campaign will be under the supervision of William A. Barron, of Crawford Notch, N. H., who is chairman of the Council's committee on recreational development. Dorrance, Kenyon & Company, Boston, advertising agency, will handle the campaign.

Death of S. H. Twist

Stanley H. Twist, who had been sales manager of the Metal Specialties Manufacturing Company, Chicago, died recently at Winnetka, Ill. He was at one time sales promotion and advertising manager of the Bell & Howell Company, Chicago, Filmo movie cameras and equipment. Mr. Twist also was for five years advertising manager and assistant general sales manager of Ditto, Inc., Chicago.

A. B. Dick Account with D'Arcy Agency

The A. B. Dick Company, manufacturer of the Edison-Dick Mimeograph, has placed its advertising account with the D'Arcy Advertising Company, St. Louis.

Sixth

AUTOMOTIVE ADVERTISING IN 1931 placed the Cincinnati Times-Star in sixth place among all newspapers and in **SECOND** place among evening newspapers.*

Motor car manufacturers carefully picked their markets in 1931 and the most aggressive advertising effort was in **PROVEN** areas . . . markets known to have steady spendable incomes.

Cincinnati is a **PROVEN** market for motor cars in any kind of times . . . it's a stable, buying and responsive market for every commodity. Cincinnati should be on your schedule, near the top, and noted: "for intensive effort now."

*Media Records.

FIRST in CINCINNATI!

CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd Street

Chicago: KELLOGG M. PATTERSON, 333 N. Michigan



THE RANKING
AMONG

FIRST SIX MONTHS, 1930

- 1 Detroit News
- 2 New York Times
- 3 Chicago Tribune
- 4 Washington Star
- 5 Baltimore Sun (EBS)
- 6 THE PITTSBURGH PRESS
- 7 St. Louis Post-Dispatch
- 8 Newark News
- 9 Los Angeles Times
- 10 Philadelphia Bulletin
- 11 Pittsburgh Sun-Telegraph

FULL YEAR, 1930

- 1 New York Times
- 2 Detroit News
- 3 Chicago Tribune
- 4 Washington Star
- 5 Baltimore Sun (EBS)
- 6 THE PITTSBURGH PRESS
- 7 St. Louis Post-Dispatch
- 8 Newark News
- 9 Philadelphia Bulletin
- 10 Los Angeles Times
- 11 Kansas City Star
- 12 Chicago Daily News
- 13 New York Herald-Tribune
- 14 Columbus Dispatch
- 15 Pittsburgh Sun-Telegraph

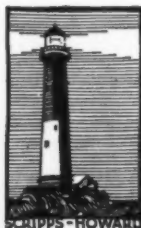
FIRST

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- 12 New
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- 14 Hartf
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- 17 Bosto
- 18 Toron
- 19 Milwa
- 20 Colum
- 21 Chicag
- 22 Pittsb

Based on publishers' reports and Media Records, Inc., deleting American

Weekly lineage and
Standard Size

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



The Pit

A SCR

NATIONAL
NEWSPAP

CHICAGO
DETROIT

THE RANKING OF THE TWO 7-DAY PITTSBURGH NEWSPAPERS AMONG THE WORLD'S LEADERS IN ADVERTISING

FIRST SIX MONTHS, 1931

- 1 New York Times
- 2 Washington Star
- 3 Detroit News
- 4 Baltimore Sun (E&S)
- 5 Chicago Tribune
- 6 **THE PITTSBURGH PRESS**
- 7 St. Louis Post-Dispatch
- 8 Newark News
- 9 Los Angeles Times
- 10 Philadelphia Bulletin
- 11 Toronto Telegram
- 12 New York Herald-Tribune
- 13 Montreal Star
- 14 Hartford Times
- 15 New York Sun
- 16 Kansas City Star
- 17 Boston Herald (M&S)
- 18 Toronto Star
- 19 Milwaukee Journal
- 20 Columbus Dispatch
- 21 Chicago Daily News
- 22 **Pittsburgh Sun-Telegraph**

FULL YEAR, 1931

- 1 New York Times
- 2 Washington Star
- 3 Baltimore Sun (E&S)
- 4 Detroit News
- 5 Chicago Tribune
- 6 **THE PITTSBURGH PRESS**
- 7 Los Angeles Times
- 8 Newark News
- 9 St. Louis Post-Dispatch
- 10 Toronto Star
- 11 Toronto Telegram
- 12 Philadelphia Bulletin
- 13 New York Herald-Tribune
- 14 Montreal Star
- 15 Hartford Times
- 16 Kansas City Star
- 17 Boston Herald (M&S)
- 18 New York Sun
- 19 Brooklyn Eagle
- 20 Chicago Daily News
- 21 Milwaukee Journal
- 22 New Orleans Times-Picayune
- 23 Columbus Dispatch
- 24 **Pittsburgh Sun-Telegraph**

Weekly lineage and advertising of publisher's own enterprises in Sun-Telegraph.

Standard Size Newspapers Only

h e Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

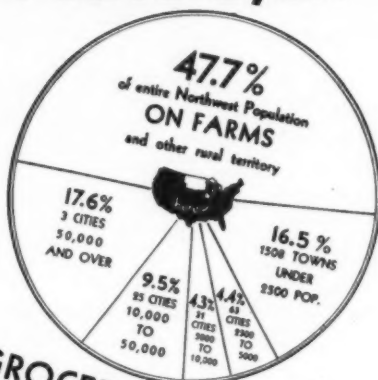
NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

Here's A Pretty Picture for Sales-Peeled Eyes!

In Minnesota and the Dakotas there are as many homes on country highways as in all towns and cities combined.

Write for population analysis.



13 GROCERY PRODUCTS

advertised during February

Butter-Nut Coffee
Calumet Baking Powder

Chesterfield Cigarettes
Dolly Varden Products

Fleischmann's Yeast
Foley's Products

Hills Bros. Coffee
Home Brand Products

Luden's Menthol Cough Drops

Old Hickory Smoked Salt

Peper's True Smoke Tobacco

Rite-Way Stores

Staley's Syrup

Over 260,000 Homes

Merchants in all towns in the Northwest, except Minneapolis, St. Paul and Duluth, depend upon farm families for business. They buy to satisfy the demands of farm people. Advertisers reach 260,000 farm homes through THE FARMER, which has the largest circulation of any publication of any kind in the territory.

THE FARMER
Farm Stocks & Cows



New York

Midwest Farm Paper Unit, Inc.
250 Park Avenue

Chicago

Midwest Farm Paper Unit, Inc.
Daily News Building

Meets Low-Price Competition with New Sales Idea

How the Hood Rubber Company Is Helping Its Dealers to Get Profitable Prices for Its Canvas Shoes

By Paul N. Swaffield

Advertising Manager, Hood Rubber Company, Inc.

EARLY last year the Hood Rubber Company began to realize that sales of its canvas shoes were being seriously threatened by low-price competition. It was making a quality product which it believed was fairly priced. The market was being flooded, however, with inferior shoes which retailers could sell for half the price of the Hood shoes and in some cases for even less.

Specific Reasons Were Needed

It was evident that consumers and the trade would have to be given some specific reasons why Hood canvas shoes are worth more. The company knew, of course, exactly wherein its shoes were worth more. Which one of the features appealed most to dealers and consumers was the question to be answered.

An investigation was made through questionnaires and by personal calls among about 1,000 retailers. Hundreds of mothers were also interviewed. It was found that the Hygeen insole was the feature that appealed to most of the dealers as being the best one for emphasis. Mothers reported that the one big objection to canvas shoes was that which the Hygeen insole was designed to overcome—offensive sneaker smell.

Children's feet will perspire and the resulting odor is not pleasant. This special insole does not absorb perspiration and so prevents it from soaking into the shoe—permitting it to evaporate quickly.

When it was found that 80 per cent of the mothers interviewed objected to canvas shoes because of their retention of perspiration, the course to be followed was plainly evident.

The 1932 campaign for Hood canvas shoes will feature the Hygeen insole, and the company is basing its justification for higher prices principally on this one feature. Dealers are being told that this insole constitutes a valuable "built-in sales idea."

Company salesmen are now saying:

"Hood canvas shoes are now lifted out of the 'No Profit,' cut price, competitive group and are put in a class in which you can get profitable prices from your consumers because Hood canvas shoes with the Hygeen insole are worth more.

"Just as Ethyl gasoline has overcome the objection of motorists to carbon—so the Hygeen insole overcomes the biggest objection which mothers have to canvas shoes—'offensive sneaker smell.'

"Because it prevents excessive perspiration odor, it creates a desire on the part of the consumer which cannot be met with canvas shoes of any other make, which do not have the Hygeen insole.

"This sales idea, properly merchandised by you, can build the sales of Hood canvas shoes into a substantial part of your business—on a profitable basis."

Easily Identified by Color

The new insole is colored green and plainly stamped "Hygeen" for easy, quick identification. The advertising, which is to appear in women's and juvenile publications, features the green insole. The copy that is addressed to parents emphasizes the offensive odor of canvas shoes that do not contain this feature. Photographs show mothers complaining about smelly sneakers and refusing to have them

in the house. Copy tells how this offensive perspiration odor can be prevented with Hood canvas shoes.

The campaign begins this month and runs through June, the season when most sneakers are purchased. Copy is frank in discussing a subject that, while not pleasant, represents a very real problem to mothers.

"Do your children's 'sneakers' get—well, frankly—smelly?" one advertisement asks. "Of course you have been worried about it. Millions of mothers have. As one said, 'I just know it can't be healthy to have their feet and socks and shoes saturated in that unpleasant perspiration odor.'"

"It's not healthy—it's most offensive—and it's not necessary! Today you can buy canvas shoes designed to stop this very trouble."

Consumers are advised in each advertisement to "Look inside the shoe for the green insole" and to "Look outside the shoe for the green tag."

Last year this special insole was included only in the higher priced shoes. This year it is being included in the entire line of Hood trade-marked shoes. In other words, the quality of the line has been stepped up and the price maintained in spite of severe competition from canvas shoes, principally imported, that sell for as low as 30 cents a pair. This is our answer to low-price competition.

The quality line idea is being urged upon dealers as a way to make profits this year. They are being told that today it is hard to get customers to pay profitable prices for merchandise which is "just as good as" or "looks like" merchandise sold by everyone else. They are being told that it is on such merchandise that competition is driving prices down to a no-profit level.

Then the company declares: "In order to make profits today some of your business must be on products which are worth more to the consumer and which warrant a profitable resale price because of some valuable built-in sales idea. "Selling merchandise which is



Prevent this! with Hood Canvas Shoes

The shoe children's mothers get—well, frankly, smelly! It's not healthy—it's most offensive—and it's not necessary! Today you can buy canvas shoes designed to stop this very trouble.

special inside—the Hood Hygeen Insole—which actually prevents the offensive perspiration odor in shoes and keeps the feet cool and dry. It's built in so you can't get it out. It's built in so you can't get it out. It's built in so you can't get it out.



LOOK INSIDE THE SHOE FOR THE GREEN INSOLE
Look stamped "Hood Hygeen Insole" for your protection
LOOK OUTSIDE THE SHOE FOR THE GREEN TAG

This Is How the Hood Hygeen Insole Construction Feature Is Being Emphasized in Advertisements Reaching Parents

different and in which is found an appealing sales idea will lift that product out of the low-price competitive class and put it on a higher level and permit you to secure profitable prices from your customers because of the easily identified greater value which is found in that article."

Last year Hood advertising featured a treasure hunt which was a tremendous success. This contest, which was built around cryptogram solutions, proved to be so popular with dealers and boys and girls that another treasure hunt will be promoted this year. There will be three separate contests, one in each of the months: April, May, June. Fifty-two valuable prizes will be awarded to prize winners

THE fact that the Washington (D. C.) Star was the **SECOND** newspaper in the United States in volume of advertising for 1931 demonstrates plainly the fertility of the Washington Market—and

That depression is a negligible quantity so far as the National Capital is concerned.

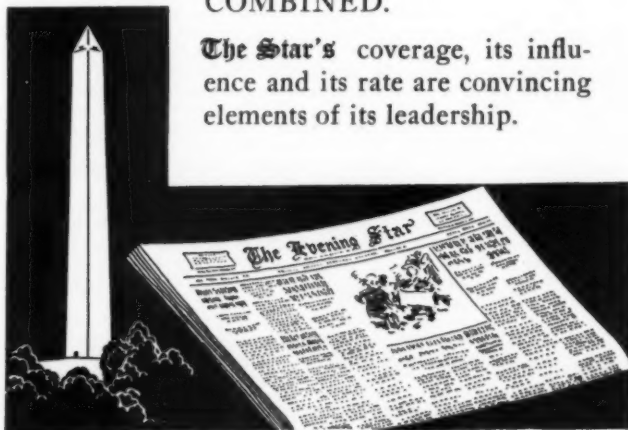
That there is business here to be had—and that **The Star** is the **ONE** newspaper needed with which to get it.

There is no surer guide to selection of mediums than the local merchants. Day after day **The Star** carries **MORE ADVERTISING THAN ALL FOUR OF THE OTHER NEWSPAPERS HERE COMBINED.**

The Star's coverage, its influence and its rate are convincing elements of its leadership.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.



each month. The prizes are similar to those that were offered last year, being motion picture cameras, outboard motors, etc.

The 1932 treasure hunt also features the Hygeen insole story and offers dealers an opportunity to tie in their stores to the big national campaign. Dealer-help material is all built around the contest idea. A big, colorful window display features the Hood gang of kids, who have been so popular for several years, "playing detekatif."

Featuring Mystery Stories

The contest revolves around mystery stories. A story will be told in the advertisement and the readers are supposed to take the parts of detectives and find the solution to the mystery. The first one to appear in April advertisements will be "The Weaponless-Wound Mystery." Contestants, in addition to writing their solutions to the mystery, are asked to write a paragraph of not over 150 words, telling why they would like to wear a pair of Hood canvas shoes with the Hygeen insole. In order to help the contestants a booklet, entitled "101 Brain Twisters," has been prepared. This contains many detective mysteries of the type that must be solved in the treasure hunt and many other fascinating posers.

To help the boys and girls write their contest letters, there are five advertisements on the shoes scattered through the book. In each one is some reason why Hood shoes are different from other sneakers. To obtain the book boys and girls have only to fill in the coupon included in each advertisement or go to their dealers who have copies of it.

An interesting feature of this book is the fact that no answers are given to "The Brain Twisters." In order to obtain the answers the children must send the green tag, which is attached to each pair of shoes, to me at the Hood Rubber Company, Watertown, Mass.

This green tag is really a booklet telling the interesting story of

the Hood Hygeen insole. In no other way can the answers to the problems be secured.

Last year 500,000 copies of the book on cryptograms were distributed. About 162,000 were distributed in reply to the advertising. The remainder were distributed by dealers.

If the children are as interested in securing the answers to the 101 brain twisters included in this year's book as they were last year it can well be imagined what the sale of Hood canvas shoes will be directly as a result of this contest. The little green tag can be obtained only by purchasing a pair of shoes.

Last year dealers bought \$37,000 worth of dealer-help material from the company at cost. Once more hand bills, enclosures, blotters and other tie-in material will be sold to dealers. Most of this material features the 1932 treasure hunt. A number of novelties are also available for distribution.

A Preferable Appeal for Juvenile Prospects

The prize contest is being featured only in the juvenile publication campaign. These advertisements also show the Hygeen insole in a large size illustration. The company believes that juvenile prospects are more interested in solving a mystery than they would be in reading reason-why copy.

The job of getting the sales story over is left to the advertisements in the free booklet and the general consumer campaign which will appeal to parents. The "smelly feet" theme is carried into the juvenile publications but is subordinated. Most of the space is devoted to the contest.

We are following the plan of giving our dealers ideas to sell in addition to a line of quality merchandise. We believe that dealers can't be expected to feature higher-priced merchandise merely because it is nationally advertised.

The advertising campaign that is backing up this effort is, we believe, the largest that has been put behind a canvas shoe in recent years.

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You food sellers-
Cash in on the appetite
appeal of "What's Good To Eat"
in the



PeoriaArea *
Illinois' Largest Downstate Market

* PeoriaArea—the 4 out of 5 homes in Peoria, and the 20,000 more in the trade area, where the Journal-Transcript is read.

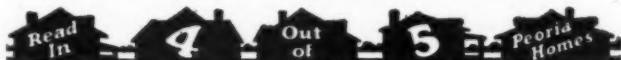
Among the many outstanding women's features presented daily in The Peoria Journal-Transcript are Dorothy Dix in "Advice To The Lovelorn." Gladys Glad in "Beauty Secrets." Amos Parrish in "What's In Fashion."

And now to these has been recently added Amos Parrish's sparkling new food feature, "What's Good To Eat," giving an added power to YOUR food announcements. Under the pen name of Ann Barrett, is breathed into the usually prosaic subject of foods, a romantic thrilling atmosphere seldom otherwise equalled. Remember this when making plans for The PeoriaArea. Tear sheets mailed on request. Address E. H. Maloney, Advertising Manager, or any of our national offices.

Peoria's 1931 Food Linage Record as given by Media Records is:

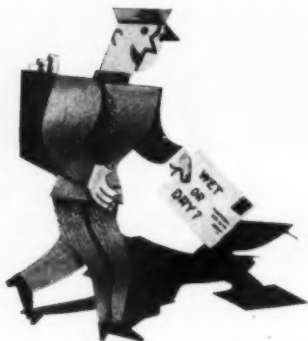
	Journal-Transcript	Other paper
Grocers	631,356	573,354
Groceries	325,491	305,056
Total	956,847	878,410

PEORIA JOURNAL-TRANSCRIPT



Represented Nationally by Chas. H. Eddy Co., New York, Chicago, Boston. Members Major Market Newspapers, Inc.

WHAT A YEAR!



FOR many months *The Digest* has been planning how best to reflect and report the people's answers to the burning questions of 1932.

Truly a year of drama, a year of action! *What about prohibition—candidates for President—election—debt reduction—disarmament—economic relief?* What do we want? What will we get?

The voice of *The Digest* will tell the will of the nation. "Sounding-board of American Opinion" is no empty title. Our 20,000,000-vote poll on prohibition is now in progress. A presidential poll will follow. . . . And

as in the past, the findings of *The Digest* on every matter of major concern will have the earnest attention of the civilized world.

Times of tension always increase the interest and value of *The Digest*. And *The Digest* uses every practical means to extend its influence—by daily news broadcasts, by regular notices in newspapers and magazines, by cards in street cars and airplanes, by millions of mailings to telephone homes and by its own powerful pages.

Digest advertisers, every one, share the results of this increasing energy. And at lower space rates than before.



**SOUNDING - BOARD OF
AMERICAN OPINION**

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WHAT A CHANCE!

In 1932, you buy more readers and closer reading, at costs reduced a flat 25%!

Notice that the lower 1932 rates give *The Digest* a new standing as a mass medium, without changing its position as the leading class publication. At a price of less than \$2 per page per thousand—regardless of the 1932 drama—*The Digest* must fairly be considered for every advertising schedule, on soap and coffee as well as on ocean travel, on cigars and pencils as well as on fine motor cars—on virtually anything.

Always a home and family magazine, *The Digest* has as many women readers as it has men readers. Four great mailings to our subscribers have given us a poll of readers that is as accurate as human information can be. *The Digest* averages 3.4 readers per copy and as many women as men.



Why wait? Every week that slips by writes off another lost opportunity. In high times and hard times, *The Digest* goes to the largest magazine group of able and active spenders, to families that are always ready to buy—and always able to pay. They are waiting now for your big news for '32. Send it by special messenger!

Quantity—1,400,000 average guaranteed, "or rebate."

Quality—self-selected by active interest in realities.

Economy—25% lower now, less than \$2 per page per thousand.

For most advertisers, here is the first buy in the magazine field. Get all the facts—and buy now!

MILITARY DIGEST

Where Advertising Talks Directly to **MONEY** . . .

IF your space problem is to reach people who have money, and can afford to buy quality products—take this short cut to the largest “dollars and cents” reading public.

Your advertising talks directly to **MONEY** when it appears in the **BARRON GROUP**—The Wall Street Journal; Boston News Bureau, and Barron's, The National Financial Weekly.

Here is a circulation where money circulates. The readers of the Barron Group are reading for special “dollars and cents” reasons. The news about money is vital to them—because they have money to invest. Their attention to this class of news determines whether they make money or lose money. They are earnest readers who never miss reading this vital news service—wherever they are, whatever they are doing, or whatever else they may have to miss.

Your advertising, appearing alongside such commanding reading-matter is bound to get serious attention. If you have a product or a service that appeals to moneyed people you cannot afford to miss giving these “dollars and cents” readers a close-up view of your proposition—when they are really on the hunt for values!

A special rebate covering all three papers of
THE BARRON GROUP

*This special rebate will be quoted to advertisers or
advertising agencies upon application.*

Address either: E. B. Ross, Advertising Department of *The Wall Street Journal*,
44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of
Boston News Bureau, 30 Kilby Street, Boston, Massachusetts

The BARRON GROUP
The Wall Street Journal
Boston News Bureau
Barron's, The National Financial Weekly

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This Advertising Meets Conditions

How One Business in a Difficult and Competitive Field Has Managed to Increase Its Profits

By Ralph Crothers

NO one needs to be told that the hotel business has been bad during the last couple of years. That is perhaps why the recent statement of the Hotel New Yorker aroused interest. The hotel was opened on January 2, 1930, hardly a time to launch a new hotel enterprise in a district where the room space had been doubled during the preceding few years. Yet during the year of 1930 a profit of \$1,293,949.10 was made. Profits for 1931 totaled \$1,503,923.04.

An increase of 16.23 per cent in the net operating profits of a hotel in the year such as we have just passed, an increase of 12.25 per cent in the number of guests served, while total sales increased 5.6 per cent, seemed worth looking into.

I asked Ralph Hitz, managing director, to tell me how he met the conditions he found himself up against. The story of what he did makes a strong plea for flexibility in advertising appropriations, and offers another endorsement to the great common denominator for all businesses, namely, playing a different tune, trying something different, wrapping service up in ideas.

First, take the matter of the advertising appropriation. Plans preceding the opening of the hotel were made as far back as August, 1929, when it was decided that a sum of \$300,000 would be laid aside as an appropriation during the first year of operation. This was a sum far in excess of the amount usually spent by hotels.

A few months after the opening it was apparent that the bad times were going to last for an appreciable period and that if the hotel wanted to make money it would have to meet conditions as they were. In many a case when an advertising appropriation is fixed in advance and times become bad, the advertising is flexible only in the sense that it is cut down, pared off. Retrenchments are made, and half

of the amount originally set aside for spending is actually spent. Mr. Hitz decided that conditions demanded more effort and that among other things meant to him more money invested in advertising.

At the end of the first year the appropriation had reached the unprecedented sum of \$503,110. This addition of more than \$200,000 to the original advertising funds is one of the things to which is attributed the remarkable showing which this new hotel made in its first year of operation.

In addition to putting greater pressure behind his product, this man who is as much a merchandiser as any manufacturer, has tried to plus his sale. He has attempted to give his product a new package. His wrapping is in many cases, an added idea intended to sell his merchandise from the prospect's side of the fence.

A Thoughtful Service

Thus where many hotels have adopted the plan of giving a city paper to the guest, Mr. Hitz almost from the start developed the idea of finding out where his guest came from and then seeing that his home town paper was delivered at his room every day. By showing the customer that the management was willing to go to a little extra trouble to secure something for him which it knew he would like and which was more trouble than getting the usual product, it plussed the sale.

Mr. Hitz told me that "the reputation of many a product is made or lost on the way home.

"When the people who have just left a city sit in the smoking compartment and talk about the hotels, the plays, the stores, that is where the real advertising comes," he said.

If word-of-mouth advertising is so important, and he implicitly be-

lieves it is, Mr. Hitz decided to add enough showmanship to his merchandising to give his customers something interesting and constructive to talk about.

For example, a guest who happens to have a birthday while he is staying at the hotel is given much to tell the boys in the smoker about, when he is presented with a birthday cake.

Each one of his 36,000 credit accounts is sent a birthday greeting card. Good-will is thus created and the hotel keeps a continually used identity service which is employed in other ways to keep the friendly spirit alive.

Care in keeping up to date a complete sales record of every guest enables this sales manager as a service to offer the returning guest his old room, talk about his hobby, make an impression of interest and friendliness.

This selling with a flash to make the customer remember (and talk) is carried out in numerous other ways.

A guest sitting in his room when he first rings for a bell-boy may be surprised to have him call up the operator and ask her to ring him back. He then reports to the guest that the phone is in good working order after testing. It was all right in the first place and the gesture may not mean anything but it has its effect in giving the guest an impression that the company is looking out for him. It is another case of plussing the sale.

This unusual hotel man who makes a profit in a bad year uses other methods of value to every man who is running a business to sell merchandise now.

1. Mr. Hitz never accepts an alibi without complete investigation.

If some department shows a loss it is no excuse for its manager to say that other people are losing in the same department. Mr. Hitz looks for the outs, the overlooked opportunities.

2. He keeps the most careful and complete records up to the minute.

All his ideas, his plans of "wrapping up regular merchandise in a better package" would be useless he says unless his records were

accurate, complete and also detailed.

3. He keeps a Bible of Details.

The most minute and intimate details of each department are continually on his desk in a loose-leaf folder indexed for quick reference. The amount secured week by week for paper and waste grease is watched as carefully as the expenditure of his large advertising appropriation.

4. He plays new tunes.

He continually tries new ideas. Something different when it looks good should be applied with a certain flair and showmanship which makes the customer talk. Thus recently when one guest suggested an idea of music with breakfast, he adopted it in the form of a restful harp, played by a restful lady easy to look upon. This made more material for the smoking compartment boys on their way back to Main Street.

The results of this type of thinking prove once more that the fundamentals of successful selling are the same whether the product is hotel rooms or packaged food products.

Nab Sponsors of Canadian Halfstone Racket

Toronto authorities were recently asked to investigate a firm in that city which was suspected of attempting to victimize advertising agencies in this country to the extent of two dollars each. Letters had been received by various advertising agencies throughout the United States from the firm in question requesting remittance of \$1.55 import duty and forty-five cents return shipment charges for the return of a package of halftones supposedly misdirected, in each case, to the Toronto firm.

The perpetrators of this new racket, according to the Canadian Trade Commission at New York, have been taken into custody.

Death of I. E. Seymour

Ira E. Seymour, president of the Household Publishing Company, Batavia, Ill., publisher of *Household Journal*, died at Batavia last week. He was also secretary-treasurer of the Campana Corporation, manufacturer of Italian Balm. He was 46 years old at the time of his death.

Brinckerhoff Agency Elects

M. R. Brinckerhoff, formerly secretary of Brinckerhoff, Inc., Chicago advertising agency, has been elected president and treasurer of that agency.

C. E. Van Hecker, vice-president, in addition, has been elected secretary.

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The Misunderstood Wood-Block

It Affords the Advertiser Many Advantages If Handled Properly

By Charles A. Westcott

THERE is substantial indication that good art is akin to good Bourbon and "best seasoned in the wood," because with sure strides the sturdy wood-block is marching into its rightful and deserved place in the field of advertising and book illustration.

Mister Wood-Block, or Wood-Cut, as he is more commonly called by his admirers, is well worth a closer cultivation. He is a dignified gentleman of the old school who is developing a surprising grace and modern vigor. He is also proving himself an important factor of quality and economy in illustrative art in the advertising and publishing fields.

The wood-cut, for a long time, has been greatly misunderstood as a medium of limited means. On the contrary it is an able unit with a wealth of flexibility of artistic expression. The discerning advertisers who have been using it have dramatized their copy with a forceful and outstanding dignity.

It is easily seen why there has been a fixed notion in the minds of many that a wood-cut is either an atrocity of other ages or a mongrel of modern art, and why

it has been classed as an anemic step-child of art with a low blood pressure and no articulate "voice."

But there is a happy, middle ground where work those who know their craft thoroughly. These artists work with the dual objective of combining the basic principles of the wood-cut with modern quality and a constant eye to excellent reproduction values.

The wood-cut man has to be mighty sure of everything before he starts cutting. He cannot afford to "let the chips fall where they may" as he "hews to the line." This is another decided advantage, because when he presents his "rough" drawing for your approval you are looking at the finished drawing, for he has put into it every essential he intends to carve into the wood. From this careful "rough" he makes his tissue tracing to transfer to the wood in reverse, and as he does so he is sure to institute any refinements in technique possible over the rough. Then when he proceeds with the final cutting he adds any more technical improvements that may develop in work. He has drawn it three times, each time, *actual size*.



An Attractive Wood-Block Illustration from an Advertisement of the American Founders Group

That all too common hazard with other mediums of line or wash, where a splendid rough in miniature is submitted and O. K.'d only to have a tragic something happen when the drawing finished in larger size is delivered, is eliminated. The wood-cut man is constantly working forward and improving. He is always working in the same size with no chance of backsliding in quality due to a change in tempo in size from rough to finish.

There are many members to the wood-cut family. There is the single wood-cut for black and white reproduction. There are two types of this. The more common is known as "black line on white" by which is meant the cutting away of the wood on each side of the drawn line to make the line. The other is known as the "white line" treatment. The latter, which has been growing in favor, is a method of cutting into the wood to make the definition in line; a white line with the solid black of the wood on either side. The best comparison is a drawing in white chalk on a blackboard. If the chalk cut into the board the result would be a large wood-cut of the "white line" type.

Then there is the two-block type for two printings; one block for solid blacks; the other for lighter tones, or a second color as the case may be. The second tone lends a halftone effect and gives a certain depth and modeling.

Next come the color wood-cuts in two, three, four and more colors. The latter presents an interesting economic feature. The artist makes his own color separations of the blocks. He proves each color and makes certain of the registrations so that there is no further danger of things going wrong in the printer's hands. It



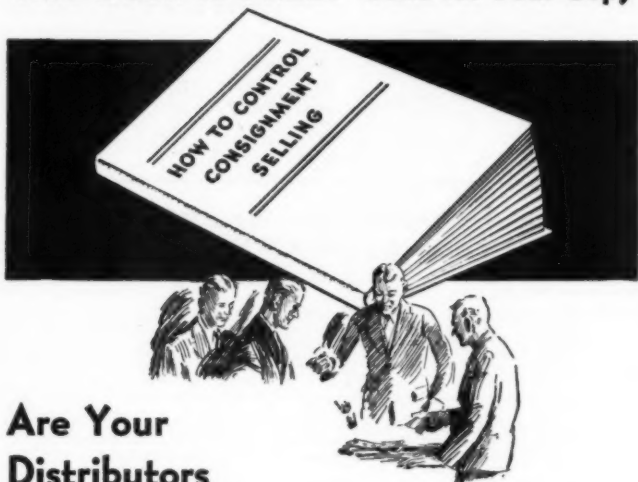
A Striking Industrial Picture Cut in Wood for a Norton Company Advertisement

has been made fool-proof by the artist for register and color as there are few wood-cut men who do not possess their own small flat-bed presses for proving, or have access to presses.

A warning word in closing. Beware the temperamental wood-cut man who claims to be so sure of himself that it is not necessary for him to show a drawing first, who states that the only way he can work is direct from head to wood. He is simply building up a defense mechanism to conceal his lack of knowledge or ability. The result will be disappointing and disastrous because if you do not approve it or want the slightest line altered he will have to start an entirely new block.

The capable worker in wood will insist on showing you a drawing for approval first.

This Book Is FREE! Send for Your Copy



Are Your Distributors GAMBLING With YOUR Money?

CONSIGNMENT selling is often necessary and desirable—but from it flow many evils: the constant temptation to delay reports of actual sales, to swell inventories of goods on hand, to be careless of the goods themselves.

Dealers returning consigned goods charge back the freight originally paid, and make the re-shipment with charges to be collected. The selling expense becomes a dead loss, and the salesman who is debited for commission already paid lets out a loud howl—although the commission appears as unearned.

Dealers in commodities subject to price fluctuation take advantage of the consignment seller at every turn: they ask for invoices when prices go up, then perhaps advertise price-cuts and give away the profit. Buyers everywhere pride themselves on their "standing" with salesmen which enables them to get "protection at the old price."

The use of A. W. A. merchandise warehouses by manufacturers reduces the evils of consignment selling by provid-

ing adequate control. Title to the goods remains with the manufacturer so long as the goods remain in the warehouse. Dealers withdraw supplies only as fast as they can sell them. The warehouse reports withdrawal at once to the manufacturer, who bills immediately.

Full details of this service, as well as a general outline of the plan by which A. W. A. warehouses save American manufacturers thousands of dollars annually in distribution costs, are contained in a bulletin recently published by our Association. Write today for your free copy.



**AMERICAN
WAREHOUSEMEN'S
ASSOCIATION**

1996 Adams-Franklin Bldg., Chicago, Ill.

U. S. Census of Retail Sales Shows Where Advertisers Here Is a Parade of Potent Geographical



Pacific Division Ranks First -- Best S. A. Leads 44 of 48 States -- Spokane City U. All Cities 100,000 to 500 -- D

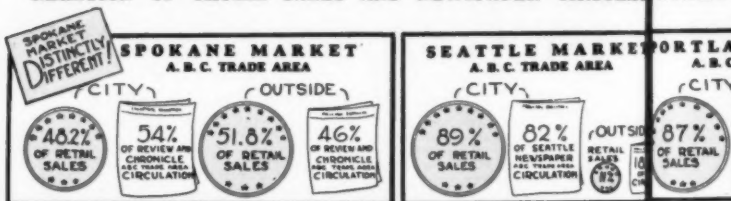
RELATIVE IMPORTANCE -- Of the U. S. total of 50 Billion Dollars retail sales volume for 1929, Washington, Oregon, Idaho, California and Western Montana accounted for 1/10 of the total, with only 1/14 of the population. When spotting your 1932 "preferred markets," remember that the per family wealth of the Pacific Division is one-third above U. S. average, while per capita retail sales are 34.9% greater. Then late authentic reports indicate less hoarding than in any other section.

SPOKANE MARKET DISTINCTLY DIFFERENT: The Spokane Market, with more than a half-million consumers, is not only one of the most important of the Four Major Markets of the Pacific Northwest--sales conditions are

relatively of retail sales of 100,000 claims rep. Note chart

THE SICLE, 98.1% cover the A. B. distribution

RELATION OF RETAIL SALES AND NEWSPAPER CIRCULATION ZONES.



AUTHORITIES: U. S. Census of Retail Sales; Standard Rate and Data.

SIGNIFICANT--Proportion of Sales Spokane Market in Trade Area Outside of City Twice as Great as either Seattle or Portland Market. Distribution of REVIEW-CHRONICLE Circulation Closely Coinciding.

AUTHOR "U. S. C. SPOKANE \$297,0



SPOKANE METRO-POLITAN AREA
98.1% Coverage

THE Spokane COMBINE
4% of (A.
6% of (A.

Advertising Dollar Will Pull Greatest Results Potent Geographical Divisions

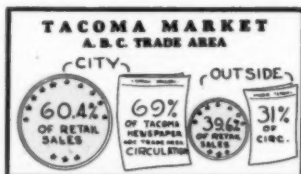


Be S. Average by 34.9% -- Washington Spokane Country Urban 30.1% Above Average to 500 -- Distinctly Different!

relatively outstanding. Based upon U. S. Census of Distribution, the urban per capita retail sales in the Spokane Country are 30.1% greater than average for all 77 U. S. cities of 100,000 to 500,000 population. And now, the Census of Retail Sales CONFIRMS claims repeatedly made that the Spokane Market is DISTINCTLY DIFFERENT. Note charts and facts below.

THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE, with a combined circulation 86% UNduplicated, not only give the advertiser 98.1% coverage of the Spokane metropolitan area, but compared with urban families in the A. B. C. trade area outside of city, the coverage is 98.4%—note how closely the distribution of circulation dovetails with retail sales by zones.

RETAIL SALES BY VOLUME BY MARKETS



RETAIL SALES BY VOLUME BY MARKETS

AUTHORITIES: Counties credited by "A Study of All American Markets;" "U. S. Census Retail Sales by Counties."

SPOKANE MARKET	Seattle Market	Portland Market	Tacoma Market
\$297,080,000	\$331,230,000	\$369,480,000	\$140,850,000

THE SPOKESMAN-REVIEW Spokane Daily Chronicle

COMBINED CIRCULATION -- 86% UNDUPLICATED

4% of (A. B. C. Trade Area) Circulation in City and 48.2% of Retail Sales
6% of (A. B. C. Trade Area) Circulation Outside and 51.8% of Retail Sales

Fixing the Executive's Pay

Some Thoughts, Humane and Otherwise, On How to Figure Rate of Compensation

STEVES SASH & DOOR COMPANY
SAN ANTONIO, TEXAS

Editor of PRINTERS' INK:

Have you any data or statistics on remuneration of executives? That is, have you anything on which executives' pay is based? We understand that you keep a file of information on this subject, and if so, would you be kind enough to let us have such figures?

ALBERT STEVES, JR.,
Manager.

REMUNERATION of executives varies all the way from the famous Grace bonus of \$1,623,753 in 1929 and \$1,015,591 in 1930, to the proverbial key to the exclusive lavatories so often given in lieu of money incentives.

Uncle Sam has an interest in this subject also. If the salary of some executives seems too high for the size of the business, and those executives are also stockholders, the Government may insist that part of the compensation be transferred to dividend account.

The executive who comes to the head of the business with a request for a raise in these days, even though he deserves it, is likely to embarrass the chief.

To such a boss, looking for an alley of escape, two courses are open:

(1) This is humane: Play up the intangible compensations that

flow from work well done, and the practical assurance of full reward in the hereafter.

(2) This is not so humane: Make the insistent one a responsible member of the firm, for better or worse. To get a man to agree to this, it is wise to dangle before him plenty of prerogatives—such as a desk inside the railing, and a long look at the "bank loan" item. It is also important to coach office boys to treat such a martyr with proper respect.

If an executive refuses to listen to either proposition, something is probably wrong with the selling.

There is the thought, too, that an executive might be paid in accordance with the amount of work he does—always remembering, of course, that in these days or any other time he must do more than he gets paid for.

The General Motors plan of executive stock ownership, described in PRINTERS' INK, and several chapters in the "Handbook of Business Administration," by W. J. Donald, published by the McGraw-Hill Book Company, offer a wide choice of many ingenious plans which have been successfully used by various companies.—[Ed. PRINTERS' INK.]

Erwin, Wasey Adds to Copy Staff

Miss Dorothy Dickinson, formerly with the Charles Daniel Frey Company, Chicago advertising agency, has joined the copy staff of Erwin, Wasey & Company at that city.

To Direct Barbour's Red Hand Thread Sales

Thomas Neely, for years a salesman for The Linen Thread Co., New York, has been appointed sales manager. This concern produces "Barbour's Red Hand" linen thread.

Eaton Axle & Spring Changes Name

The Eaton Axle & Spring Company, Cleveland, has made a change in its name. It will hereafter be known as the Eaton Manufacturing Company.

Runkel to Advertise New Product

Runkel Brothers, Inc., New York, has appointed The Joseph Katz Company, of that city, to direct the advertising of Olajen Health Cubes, a new calcium food.

On Chicago "Daily News" Directorate

Max Epstein, chairman of the board of directors of the General American Tank Car Corporation, has been elected a director of the Chicago Daily News.

Lee & Cady Appoint Derek White

Derek White, formerly with C. C. Winningham, Inc., Detroit, has been appointed advertising manager of Lee & Cady, wholesale house of that city.

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Advertising
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News

IN the first four months of 1932—and in each and every month—the American Legion Monthly has registered advertising GAINS—

From 29,570 lines in 1931 to 32,099 lines in 1932.

Only 9% gain this, but it is impressive in these depression days; an earnest of the growing faith of advertisers in the responsiveness of this important audience of more than a million men.

The American Legion Monthly is showing advertising gains because it enjoys cover-to-cover reading.

It enjoys cover-to-cover reading because it is editorially designed to the pattern of the three known and definite interests of more than a million men in the 30 to 45 age group—

1. in progress and achievement
2. in adventure, sport and the out-of-doors
3. in news of the activities of the greatest association of Americans

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Advertisers in

The American LEGION Monthly

in 1931 and 1932

**Indicates new advertiser in 1932*

- *All Year Club of Southern California
- American Telephone & Telegraph Company
- American Tobacco Company
- L. L. Bean
- *Beech-Nut Packing Company (Chewing Gum)
- Boulton, Pierce & Company
- *Bristol-Myers Company (Ingram Shaving Cream)
- Brown & Williamson Tobacco Company (Sir Walter Raleigh)
- * (Target)
- Brunswick-Balke-Collender Company
- Cadillac Motor Car Company
- Central States Manufacturing Company
- *Champion Spark Plug Company
- Chevrolet Motor Company
- Clark Grave Vault
- *P. F. Collier & Son
- C. G. Conn, Ltd. (Band Instruments)
- Dodge Brothers Corporation
- Encyclopaedia Britannica
- Ethyl Gasoline Corporation
- Florsheim Shoe Company
- Franklin Publishing Company
- *Georgia Marble Co.
- *Gillette Safety Razor Company
- H. Clay Glover Company
- Gordon-Van Tine Company (Homes)
- *Great Northern Railway
- Greyhound Management Company
- Hachmeister-Lind Company
- Alexander Hamilton Institute
- Hamilton Beach Manufacturing Company
- John Hancock Mutual Life Insurance Company
- Hillerich & Bradsby Company (Sporting Goods)
- *Horrocks-Ibbotson Company (Fishing Tackle)
- Hudson Motor Car Company
- International Correspondence Schools
- International Mill & Timber Company
- Jung Arch Brace Company
- Kalamazoo Stove Company
- Kellogg Company (Breakfast Cereals)
- Kennebec Canoe Company
- Knox Hat Company
- A. J. Krank Company
- A. E. Kunderd (Seeds)
- LaSalle Extension University
- Lambert Pharmacal Company
- Larus & Brother Company
- Leedy Manufacturing Company (Drums)
- *Lever Brothers Company (Lifebuoy Soap)
- Lewis Manufacturing Company (Homes)

A. H. Lewis Medicine Company (Tums)
 Liggett & Myers Tobacco Company (Chesterfield)
 (Granger)
 P. Lorillard Company, Inc. (Old Gold)
 Ludwig & Ludwig (Drums)
 Lustberg, Nast & Company
 *Mennen Company
 Midwest Radio Company
 F. B. Mills
 Mustero Company
 National Salesmen's Training Association
 National Sportsman
 New York Life Insurance Company
 North American Accident Insurance Company
 North American Institute
 Oakland Motor Car Company
 Old Town Canoe Company
 Allen S. Olmsted (Allen's Foot Ease)
 Outboard Motors Corporation
 Patterson Civil Service School
 Pelman Institute of America
 Peters Cartridge Company
 Phoenix Mutual Life Insurance Company
 Planters Nut & Chocolate Company
 Postal Life Insurance Company
 Potter Drug & Chemical Company (Cuticura)
 Prudential Insurance Company of America
 G. P. Putnam's Sons
 RCA-Victor Company
 Redding & Company (Masonic Emblems)
 R. J. Reynolds Tobacco Company
 Rhodes Kriss Kross Company
 Slingerland Drum & Banjo Company
 South Bend Bait Company
 A. G. Spalding & Brothers
 Steelflex Corporation of America
 Studebaker Corporation
 United States Lines
 United States Tobacco Company (Old Briar)
 (Dill's Best)
 Union Mutual Life of Iowa
 *D. Van Nostrand Company, Inc.
 William R. Warner Company (Sloan's Liniment)
 Western Cartridge Company
 H. A. Weymann & Son, Inc.
 Wrigley's
 *W. F. Young, Inc. (Absorbine, Jr.)

The American **LEGION** MONTHLY

521 FIFTH AVENUE, NEW YORK

Bell Building, Chicago, Ill.

Park Square Building, Boston, Mass.

Blanchard-Nichols-Coleman

Los Angeles

Seattle

San Francisco

Atlanta

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This Product Was Tested Three Years Before Marketing

Company Now Feels It Has New Item Strong Enough to Take Up Slack in Selling

By E. B. Weiss

THE Curtis Companies, Inc., of Clinton, Ia., which is now engaged in getting distribution for a new window unit, has just finished a process of testing that ought to serve as a model for those manufacturers who properly look upon an improved product as an excellent way of breaking a market jam.

The unit had its inception three years ago. It was then that the head of the company's research laboratory asked H. H. Hobart, vice-president: "What is the next thing for development?" Mr. Hobart's answer was: "Give us a practical window without weights and cords."

Six months later, the research man showed Mr. Hobart a model of a window unit that the laboratory had developed. It worked. Dealers who visited the factory and who were shown the device were favorably impressed.

But the company knew that a window unit is one of those things that must be just right. If it rattled, or let in too much air, or did not open and shut easily and noiselessly, or if it did or did not do other things that a really improved window unit should or should not do, the trade would soon know of it and so would the company—to the accompaniment of a damaged good-will.

Therefore, the window was tested in every conceivable manner for five months. The final report was that the window was entitled to only a 50 per cent approval.

Naturally, that was disappointing. But it also had its cheerful side in that it proved that the laboratory was on the right track and that the company had avoided the error of placing an imperfect product on the market. The research men went to work again and in two weeks they had an improved model.

The features that were wrong with the first model had been corrected. Consequently, the company made up a few models at the factory and had some of them tested again. The report this time was excellent.

No Special Handling

But Curtis had no intentions of acting in haste and repenting at leisure. It began an exhaustive series of field tests. More samples were built and shown to dealers and contractors. More than 125 test jobs were completed in twenty-three States. What is even more interesting, the window units were not given special handling in these tests. They were routed the same as though they were regular items in the Curtis line—there was no pampering in any way. Each test job was checked carefully through a questionnaire filled in by the contractor and dealer concerned in each job.

Significantly enough, despite the high commendation of the outside testing laboratory, the field test immediately brought out some details of construction that needed correction.

Then other tests were made. The units were set out on a roof for a year at a time to study the effects of rain, snow, sunshine, heat and cold. Windows were rigged up and the sash operated up and down continuously for days at a time. They were tested for water tightness by having a stream of water from a hose thrown against them. They were subjected to the equivalent of fifty years operation.

All told, the development and testing period occupied the best part of three years. Now, the Curtis Silentite Pre-Fit window unit is being distributed.

Business Books in Brief

THE PARADOX OF PLENTY.

By Harper Leech. With an introduction by Virgil Jordan. (Whittlesey House.) Has the science of economics during the last 200 years lagged behind the times? Is it today studying problems which are already history with no really practical relation to current conditions? These are two questions that Mr. Leech presents in his book, although he does not state them quite so baldly. In answering them he shows rather convincingly that the development of electric power is remaking the world for Lazarus while Dives still orders his life and his business on an economic philosophy almost as outdated as the philosophies of Ricardo and Adam Smith.

By now we are familiar enough with the complaints of a world starving to death although there is a surplus of wheat. This, of course, is one of the paradoxes of plenty. Mr. Leech proceeds to show how this problem will be solved by electric power and the changes power is bringing with it.

He visions a world where the city will be unimportant because power is now transportable to any locality. He sees nations becoming more self-sufficient through the magic of science. Instead of being more internationally dependent nations will be less so, because, for one thing, synthetic chemistry has made it impossible for any nation any longer to have a monopoly on any commodity that can be substituted.

It is impossible in a brief space to give any real résumé of the arresting ideas presented in a book that treats current economic thought with a cavalier iconoclasm. Whether the author is very right or quite wrong, his book is a breath-taking excursion into fields of economic speculation.

Pricing for Profit. By W. L. Churchill. (The Macmillan Company.) Price is one of the most talked about and least understood factors in modern business. Here we have the engineering mind ap-

plying itself to the elementary problems of price and emerging with an entirely new conception of the whole subject. Today business is just struggling out of a period when it has made price the key to its activities and has found that price without profit is ruinous. Mr. Churchill discusses the sound basis of determining price and carries his discussion into every phase of price-making. This book should be put into the hands of every business executive who during the last two years has seen in price-cutting the only solution of the problem of getting more volume, without any regard to the sad fact that profitless volume is worse than no volume at all. A timely and much needed book.

* * *

The Chain Store. Boon or Bane?

By Godfrey M. Lebharr. (Harper & Brothers.) An able defense of the chain-store system by the editor of *Chain Store Age*. Mr. Lebharr takes up one by one all the arguments against the chains and knocks them down with telling strokes. If this book has any weakness it arises from the author's evident desire to paint a beautiful picture without any flaws. No one will deny the chains their place in the distribution scheme. Few will deny that the chains have been unjustly attacked. However, a casual reader will find it a little difficult to believe that the chains are quite the unmixed blessing that Mr. Lebharr evidently believes they are.

* * *

Please Stand By. By Madeleine Loeb and David Schenker. (The Mohawk Press, Inc.) This novel attempts to do for and to radio what the play, "Once in a Lifetime," did to and for the movies. It falls pretty far short of the mark because the authors are heavy-handed satirists. However, it makes very entertaining reading for anyone who has ever been inside a broadcasting studio, and those who are really conversant with what goes on at the centers of the big networks will recognize the verity of the author's picture.

COLOR...

IN THE DAILY TRIBUNE
AND MAIN NEWS SECTIONS
OF THE SUNDAY TRIBUNE



One Color and Black : Two Colors and Black
Three Colors and Black

The Minneapolis Tribune is the first newspaper in the world to have a complete unit-type line of presses equipped to give 4-colors of the highest quality of printing on any daily run, at full speed of press and at its full capacity.

Focus the attention of your product on the dominant market covered by this newspaper. You reach 4 out of 5 families in Minneapolis. You reach more readers in Minnesota than through any other Minneapolis newspaper.

*Write for Color Advertising
Rates or Call the nearest Min-
neapolis Tribune Representative*

The Minneapolis Tribune

THE HOME NEWSPAPER

New York—John B. Woodward, Inc.

Chicago—Guy S. Osborn, Inc.

Detroit—J. R. Scolaro

St. Louis—C. A. Cour

Pacific Coast—John B. Woodward, Inc.

Psychology in Advertising. Second edition. By Albert T. Poffenberger. (McGraw-Hill Book Co., Inc.) A thoroughly revised edition of one of the two or three standard works on this subject. Because Professor Poffenberger has brought so much of his material up to date this edition makes itself an indispensable volume for any library that seeks to be at all representative in its dealing with the subject of psychology in advertising.

* * *

Problems in Advertising. Second edition. By Neil H. Borden. (McGraw-Hill Book Co., Inc.) This revision of a book which had a well-deserved fame is fully up to the standards of the first edition. This was one of the early case books in advertising and still remains one of the best.

* * *

Credit Department Salesmanship. By John T. Bartlett and Charles M. Reed. (Harper & Brothers.) Written primarily as a discussion of an important retail credit prob-

lem this book sets down certain principles that are worth the study of the credit men of large manufacturing organizations.

* * *

Greater America. By Wallace Thompson. (E. P. Dutton & Co., Inc.) Greater America is Latin America. Mr. Thompson, editor of *Ingenieria Internacional*, has succeeded in two difficult tasks: he describes the economic history of the Latin American countries and shows the possibilities for trade in these countries in the future.

* * *

Statistical Abstract of the United States. 1931. (U. S. Department of Commerce.) Here are figures, thousands of them. Taken in their entirety they form an indispensable, authoritative reference work for any business that has need to refer to statistics of business and industry.

* * *

The Seven Keys to Retail Profits. By Clyde Bedell. (McGraw-Hill Book Co., Inc.) Mr. Bedell, writ-

SPEEDING IT UP

—With Faithorn Complete Service



This can be accomplished through Faithorn COMPLETE SERVICE of (1) Ad-setting, (2) Engraving, (3) Printing, with electrotypes and mats—all under ONE roof. We think in terms of results. Why send cuts to one concern—ads to another many blocks away—and then give your printing to a firm even farther distant? You can cut costs, eliminate worry and save Time, Trouble and Money by having us do the complete job. Only ONE order and ONE contact necessary.

THE FAITHORN CORPORATION

Ad-Setters • Engravers • Printers

504 Sherman St., Chicago • Phone Wab. 7820

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ing against his background of experience as director of sales and advertising of Butler Brothers, presents seven fundamentals that will build profits for any average store. At a time when independent retailers are just beginning to realize that the chains are not going to put them out of business this book offers just the right kind of simple, practical help that the retailer can grasp and use effectively.

Why We Don't Like People. By Donald A. Laird. (The Mohawk Press, Inc.) Dr. Laird succeeds again in making more or less abstruse psychological discussion interesting reading. This book is recommended to copy writers, account executives and advertising executives who really want to know what people like and why they like it.

Paley Group Buys Outstanding CBS Stock

William S. Paley, president of the Columbia Broadcasting System, is head of a group which has purchased the half interest in the Columbia Broadcasting System which was acquired by the Paramount-Publix Corporation in 1929. This step, it is announced, brings the ownership of the system completely into the hands of Mr. Paley and his management.

Associated with Mr. Paley in the reacquirement of this outstanding half interest is Brown Brothers, Harriman & Company, who have placed a portion of the stock with interests associated with them and also with Lehman Corporation, Field, Gore & Company and Herbert Bayard Swope, executive editor of the former *New York World*. No public offering is contemplated.

Glove Account to Hurja-Johnson-Huwen

The Berlin Glove Company, Berlin, Wis., has placed its advertising account with Hurja-Johnson-Huwen, Inc., Chicago advertising agency. The account will be handled through the agency's Appleton, Wis., office. Outdoor publications will be used to feature Midwest Brand leather hunting coats.

Percy Waxman Leaves "Pictorial Review"

Percy Waxman has resigned as editor of *Pictorial Review*, New York, with which he had been associated for several years. He has been an occasional contributor to *PRINTERS' INK* and, previous to joining *Pictorial Review*, he was engaged in advertising agency work.



USEUM
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Indian is remembered as the symbol of a tobaccoist. Modern trade symbols no less impress the buyer's mind. Graphically reproduced by photo-engravings, your package, product, dramatized sales points make a potent appeal to the pocketbook. Get the best half-tones, line plates and color plates—they cost no more than less-effective photo-engravings.

**GATCHEL &
MANNING INC.**

C. A. STINSON, President

Photo-Engravers

W. Washington Square
PHILADELPHIA

How the Consignment Plan Can Protect Dealer Profits

(Continued from page 4)

more than we have deliberately dropped and shall receive it in a far more desirable manner. We furthermore pointed out to the trade in our announcement that this change in policy is a step which will work to its advantage as well as our own.

We honestly think that despite the desire to get volume, dealers are fed up with the situation wherein sales are made at a loss, and we are of the opinion that as business in general improves and dealers decide to make up for the lean years, they will certainly feature those lines which are on a stabilized basis and which are profitable to them.

From an advertising point of view, stabilization in the retail pricing of our products is going to make our advertising more effective. Not only is it uneconomic for our goods to be sold at ridiculous prices, but it is also destructive of the efforts which we, as advertisers, make to create acceptance and dependability for our merchandise. When prices are cut beyond reason, there is created in the public mind a feeling that the manufacturer has cheapened his line and reduced his quality. There is a difference, and a very big one, between merchandise being cheap and being inexpensive.

When we told our customers that we insist upon fair trade practices, we were equally frank in declaring that it was our problem to get the public to respond to what we consider fair prices for our goods. If the public is unwilling to do this, we shall be the sufferers. But after all, the average increases were not so exorbitant that the consumers will hesitate to pay the slight difference if they want quality merchandise.

To support the thousands of dealers throughout the country who have by word of mouth and correspondence complimented us upon our sound stand, we inaugurated

last week a special advertising campaign for a period of one month. This appropriation is in addition to our regular schedule and these advertisements will blanket the country in forty-six States, 156 cities and 177 newspapers. Prominent space is being used and this entire campaign is devoted to face powder, which as the trade well knows is an outstanding article of its kind and a very important part of its business.

We believe that we have in these advertisements included a new thought, for on the bottom of each advertisement appears the line—"This advertisement is sponsored by Coty in the interest of retailers whose service standards prompt them to feature nationally recognized, quality brands."

We trust that through this statement we shall help to warn the public against accepting substitutes when nationally advertised merchandise is asked for, and we further believe that we are helping to do our share in the campaign being conducted by many manufacturers to discourage unethical practices that have existed for the last few years. Drastic price cutting has resulted in the use of tactics that are damaging to manufacturers.

Hope to Influence the Public

We furthermore hope that through this announcement we can bring the public to patronize those dealers who willingly sell the merchandise that is demanded. When profit to a dealer is eliminated, the incentive to sell is taken away. Competition, which is commonly called the "life of business," draws a fine line of demarcation between ethical switching and unethical substitution. A subtle hint on the part of a clerk to a customer that one product is better than another, without making disparaging remarks about the other item, is not unethical in the strict sense of the word, but the maligning statements that are being made about certain products causing skin infection, injury to the eyes, etc., are certainly damaging to a manufacturer's

"The Monograph Series"

is combined

with

PENCIL POINTS

BY an arrangement made between the publishers of PENCIL POINTS and Russell F. Whitehead, publisher of the MONOGRAPH SERIES, the two publications will be combined beginning with the April issue and will be published under the title PENCIL POINTS. Under this arrangement the MONOGRAPH SERIES, recording the Architecture of the American Colonies and the Early Republic, will be published in PENCIL POINTS as an additional feature.

PENCIL POINTS, a journal for the drafting room, has for many years offered a large circulation among practicing architects as well as among architectural draftsmen, designers, specification writers and students of architecture. By this consolidation with the MONOGRAPH SERIES a substantial number of architects, draftsmen and designers will be added to the PENCIL POINTS' subscription list, thus placing it in an even stronger position than ever before to offer a complete and dominant coverage of the field.

PENCIL POINTS

A JOURNAL FOR THE DRAFTING ROOM

FOR INCREASED SALES

National
Advertisers
"observe,
take heed"



The Reciprocal Way

YOUR product harmoniously advertised on the product that is used naturally in conjunction with yours. (Non-competitive national advertisers only).

And, reciprocally, their advertising on your Product.

The common interests tied up in the advertising identified with



Write! We'll reciprocate

RECIPROCAL ADVERTISING
INCORPORATED

"THE GOLDEN RULE
IN MERCHANDISING"

102 EAST 30th ST., N. Y., N. Y.

reputation and to the prestige of his line.

We have turned to the courts and during the last few months have been fortunate in winning quite a few injunctions. More effective results we believe can be attained more quickly by getting to the root of the trouble, which means selecting only distributors and retail outlets who are known to be desirable. Better profits will also minimize a good deal of this destructive propaganda.

It is true that sales policies have an important bearing on the results of one's business, but basically, quality is the important thing. Our plan has been in operation for two months. We do not believe it to be a cure-all or panacea for all ills, but we are confident that with the proper vigilance on our part, a constant appeal to the retailers' fair judgment, and the public's recognition of the merits of our products, we shall within a reasonable time be able to point with pride to a far more stabilized and productive market.

Acquires Atlantic Electrotypes & Stereotype

The Rapid Electrotypes Company, Cincinnati, has acquired the business assets and good-will of the Atlantic Electrotypes & Stereotype Company, New York, in which it has held a minority interest for a number of years. The Atlantic Electrotypes & Stereotype organization will be maintained as their Eastern plant by the new owners.

W. H. Kaufman is president of the Rapid Electrotypes Company. R. T. Allen is general manager of the Atlantic division and New York representative for the combined organizations.

Tanners Plan Campaign

The Leather Insole and Split Associates, Inc., an organization of tanners and distributors, has made application to the Commissioner of Corporations of Massachusetts for a charter. Its declared purpose is to "educate its members and the general public in the advantages to be obtained from the use of leather as the true foundation of the shoe." An advertising campaign directed to the attention of the public is advocated.

Oscar Horton, of the George H. Webster Sole Co., Athol, Mass., is president. R. C. Stanley, of the Lucius Beebe Sons Co., Boston, is secretary.

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Joins Macfadden Publications

Archie Reid, formerly production manager of the National-Bellas Hess Company, Inc., New York, has joined the Macfadden Publications, Inc., as Western production manager, with offices at Chicago. He succeeds William B. Warner who has joined the W. F. Hall Printing Company, to be associated with its Eastern subsidiary, the Art Color Printing Company, New York.

Appoint New Orleans Agency

The Howell Company, Inc., New Orleans, has appointed Sausy and Sewell, of that city, to direct its advertising account. Newspapers will be used to feature Hi-Qual Shaving Cream, a new product.

The Sumpter Lumber Company, Inc., Electric Mills, Miss., has also appointed this agency to direct the advertising of Nearwhite lumber.

R. J. Flood Joins McCann-Erickson, Inc.

R. J. Flood, for more than three years with the J. Walter Thompson Company, Inc., at New York and Montreal, has joined the Chicago office of McCann-Erickson, Inc., advertising agency.

H. T. Bourne Has Own Business

Henry T. Bourne, formerly space buyer of the Griswold-Eshleman Company, Cleveland, has established his own advertising business at that city, with offices at 627 Guardian Building.

New Account to Harlan

The Cincinnati Mailing Device Company, Cincinnati, has appointed the Jesse R. Harlan Company, of that city, to direct its advertising account. A new campaign, using business papers and direct mail, will feature the company's line of fiber cans and tubes.

Joins Fawcett Publications

Hank Arnold, recently West Coast contact representative of Hanff-Metzger, Inc., New York advertising agency, has joined the New York advertising office of the Fawcett Publications, Inc. He will specialize in motion picture advertising.

To Represent "The Bankers Magazine"

The Bankers Magazine, New York, has appointed Martin & Plume, publishers' representatives, Chicago, as their Mid-western representatives.



Murray
Hill
2-7396



MISTROT

Models



507
Fifth
Avenue
N. Y. C.



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street.
A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROY DICKINSON, Associate Editor
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London: McDonough Russell

NEW YORK, MARCH 10, 1932

Painted Smiles

We must have been wrong all along in our view that the business depression of the last two years was not psychological.

For here comes the American Society of Beauty Culturists with the proposition that women shall paint smiles on their faces and let them (the smiles) stay there. Then, the argument apparently is, so much happiness would be radiated that such an unesthetic and unbeautiful intruder as an economic crisis would simply have to fade away.

Expressed in the argot of those whose minds dwell habitually on better things, and quoting from the recommendations of the Society's annual meeting, the plot seems to be this:

Women are to be urged to end the depression by "tracing their lips on a smaller scale and giving

them a slight upturn at each end, thus creating a permanent and beatific smile."

If the beauticians could only figure out something the business world could laugh about, instead of at! But, in all justice, their alleged solution is not such an awful lot clownier than some others we have heard.

Also, if the women can end the depression, all well and good and more power to them.

"Somebody is always trying to put something in life to make it just that much harder for us girls," writes Marion Clyde McCarroll in the New York *Evening Post*, in commenting on the plan.

If the women take the lipstick campaign seriously, the depression may just naturally laugh itself to death. And that's as good as any other way.

More Power to Salesmen

Johns - Manville salesmen have been furnished with sales helps of all kinds for many years. When 1932 plans came up for discussion, there was some debate, as to whether or not a certain part of this expense could be lopped off. The final answer of the company's executives was a sales portfolio that is considerably more elaborate, and therefore more expensive, than any issued in recent years.

Similarly, Armour & Company recently decided to develop for 1932 an unusually elaborate plan providing a close working arrangement between the sales and advertising departments. A combination advertising portfolio and sales manual will give the salesman plenty of effective ammunition.

Examples well worth following, we think.

Dusty Dollars

Major General Harbord, chairman of the board of the Radio Corporation of America, gave the anti-hoarding drive a couple of good slogans in a recent address.

"Fear and doubt are what drive dollars off the hiring line," he said. "Dusty dollars," he labeled those

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which are kept idle, out of circulation because individuals who have them won't buy what they actually need and can afford.

A man whose income even in these days is more than \$100,000 a year was heard to boast that he hadn't even bought a new necktie in more than a year. Dusty dollars are being hoarded not by the ignorant and the poor who have to spend every cent they can earn for necessities but by the fearful wealthy, or by scared people in comfortable circumstances who have made a fetish of economy.

Now that the Government has embarked upon "the greatest economic experiment in history" to give stability to banks, railroads, industry and credit, there is all the more reason that people should buy what they need and can afford.

This is a different proposition from "buy now" campaigns started at a time when fear of bank failures was warranted and cautious folks were wisely wary.

Dusty dollars must now be shaken out and put back into circulation to give men work, start factory wheels turning. General Harbord's happy choice of words should do much, if properly advertised, to make it evident that economy run riot is just as foolish and dangerous as over-spending.

Advertisers could help the good work along if they would rid themselves of a certain inferiority complex which prevents them from doing forceful selling. Some of them are just about as timid as the dollar hoarders.

New Words and Music

Hail quality; beware the cut-price quagmire—is the message the Associated Knit Underwear Manufacturers of America are trying to get into the consciousness of dealers.

"We are trying to do our share," writes Roy A. Cheney, secretary, who has sent us a set of six letters which will go to 30,000 dealers at weekly intervals. This, from the first of the series, is typical:

"Low, lower, lowest—then what? "As an inducement to buy, price

is only pungent when price is an exception.

"The merchant who doesn't realize that price has been parodied until its punch is exhausted has only to balance his books and look about him.

"The prospective customer's eyelids do not even flutter when the price cards are shifted to reveal further reductions. . . .

"Having played the price drama to an anti-climax, the next move must necessarily be in the direction of quality—quality at a consistent price.

"New words and music are essential if the show is to go on."

We subscribe to the belief that the price slaughtering dealer is eventually cut down by his own axe. But, as has been shown by story after story of sales achievements in the PRINTERS' INK Publications, manufacturers who have put "new words and music" into their products—sales appeal independent of price—have not had to wrangle with dealers. Good sales generals know that a strong offensive is the best defense.

Sad Reports

Some of the corporation reports covering 1931 business that are now being received by stockholders make rather sad reading. Many are full of apologies, explanations of why sales and profits were low and boasts of economies effected during the year which have helped place "your company in a strong financial position."

The sad part of the reports is not that economies have been made. The elimination of waste and the increase in efficiency are the factors that ought always to be considered, the present time being no exception. But in too many cases the saving is done at a tragic cost, namely, that of crippling advertising and sales development.

We are not among those who advocate the alleged thought that advertising is a sacred thing that never, never should be interfered with; that should be approached and discussed only with the deepest and most obsequious respect. It

is easy to do too much advertising.

But to chop at it blindly, without full and sufficient cause, just to be able to talk to the stockholders about economies, is an error which is certain to impose a heavy penalty.

By way of contrast, here is a paragraph from the annual report of the Sidley Company:

"Advertising always presents the easiest means of curtailment, but the Sidley brand and prestige have been fostered and enhanced through this important medium. Advertising, therefore, will be carried on as in the past and in at least as great a volume."

S. Levy, president of the company, has said an important thing here. And if his sales are not higher in 1932 the reason will not be that he surrendered in advance.

Mediation Needed

Once more a cigarette price war has broken out; Schulte and United cigar stores are selling the popular brands at the rate of two for a quarter. They previously had been priced at two for 27 cents.

In announcing this price cut the *Wall Street Journal* remarks: "Manufacturers are not affected in any way by the change in retail price." On the surface it would seem that so long as the manufacturer gets his price for his product he cannot lose. Actually, however, retail price wars *do* harm manufacturers.

The tobacco industry still depends upon the independent retailer for a large part of its business. When the chains start cutting prices deeper and deeper, the independents are likely to make cigarettes a sideline and turn to products on which they can make a profit. From that point to elimination is a short step.

The last major cigarette price war lasted two years. After it was over, H. J. Moffett, vice-president of the United Cigar Stores, said: "I believe it will be a long time before there will be another price war of this kind. It is a much chastened industry."

Nobody won that price war.

The retailer now pays 12.08 cents a package for cigarettes. Retailing them for 12.50 cents a package leaves him a gross profit of only slightly more than 3 per cent.

Independents can't meet the chains' prices and make money.

The chains themselves can't make a net profit at two for 25 cents.

Shouldn't the manufacturer take a hand in this useless warfare? If he keeps on believing it is no affair of his, he may be badly fooled one of these days.

Fence Maker Uses Own Product as Outdoor Medium

To supplement its magazine advertising and sales promotion work, the Page Steel & Wire Company, Bridgeport, Conn., is having its fence product advertised out-of-doors. At the same time the outdoor advertising is hoped to give impetus to a new use for the product as an advertising medium.

The face of the bulletin frame, to which copy is attached, consists of wire mesh fence fabric. Metal cut-outs carry the copy which is attached to the fabric. Passersby can look through those portions of the sign on which copy does not appear. For its own purposes, the company is having 125 signs made which will be erected by distributors on ground leased by them.

H. P. Knight Starts Own Agency

H. P. Knight & Company, with offices at 208 So. La Salle Street, Chicago, is a new advertising agency business organized by Henry P. Knight. For the last ten years he has been with the Chicago office of Doremus & Company.

Death of E. A. Doran

Edward A. Doran, vice-president of Blake, Moffitt & Towne, San Francisco paper concern, died at that city last week at the age of forty-six. He had been with the Blake, Moffitt & Towne company for nearly twenty years, having started as a salesman in the Arizona territory.

T. N. P. Wagner Joins Hearn

Theodore N. P. Wagner, formerly British sales manager of Vendex, Inc., has joined The Alfred S. Hearn Company, Inc., New York advertising agency, as an account executive. He was at one time with the Condé Nast Publications.

With Gould Studios

E. A. Pharr, formerly assistant and later production manager of Evans, Nye & Harmon, Inc., New York, is now with the Gould Studios, Inc., New York, photography.

The Trend Toward Agencies Who Make Mistakes

THE deflation in *tangible* things is as nothing compared with the deflation in that old illusion, *Certainty!* The idea of infallibility has slumped to a new low, particularly in the field of Advertising.

But, paradoxically, the agencies whose very procedure shows the most unassuming humility seem to be the ones who are making the greatest progress. They test; they discard. They revise; they recheck. And, finally, they "shoot." Mistakes may be made, in copy, media, or plan—but they try to locate them in the proving ground, *before* the campaign takes to the expensive open road.

To the agency used to dealing with the type of advertising which must pay its month-by-month way, this now widely-accepted technique of testing is not a new story. To such agencies life itself seems like a series of tests for various clients—testing different types of copy, checking results, letting the weak appeals slip through the sieve, fastening upon the strong ones, and helping to expand the client's business on the basis of what is learned from day to day.

Naturally, it is much easier for an agency to go right ahead and simply spend an appropriation. But it is infinitely more profitable in the final analysis for an agency to be built upon the idea of testing—upon the willingness and ability, through tests, first to discover the most profitable copy appeal and selling plan.

If you will check up, in your own mind, on the agencies you know are making the most progress *now* you will realize three

things: *First*, breezy certainty does not characterize their reaction to an advertiser's problem; *Second*, they suggest and advise test programs; *Third*, they discover and discard mistakes in the testing stage, before they become unsound foundations of a national campaign.

Today the trend is distinctly toward agencies with a background of this type of experience. Definitely they have something to offer the advertiser faced by the 1932 problem of making his advertising pay. Our own business gain for 1931 was 17%, and for the first two months of this year we are again 5% ahead of the first two months of 1931.

No one claims, of course, that testing produces any absolute guarantee of success. But an agency which has operated this way for a number of years *does* get to learn things that many advertisers seem interested in hearing about. Perhaps we have learned some things which may be of use to you?

SCHWAB and BEATTY, INC.

The TESTED COPY PLAN in Advertising

386 Fourth Avenue

New York City

Member A. A. A. A.

Diverse

LAST year The New Yorker again ranked second among national magazines in the number of pages of advertising carried.

Even more significant, it ranked fifth or better in all of these various classifications—

Wearing apparel (both men and women)

Shoes and accessories

Toilet goods and cosmetics

Household and house furnishings

Passenger cars

Travel — railroads, steamships, tours,
hotels and resorts

Luggage and leather goods

Sporting goods, boats and yachts

Cameras and optical goods

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Musical instruments

Airplanes and accessories

Department stores and specialty shops

Real Estate (New York and out of town)

The reason The New Yorker carries so much advertising in so many and so diversified classifications of course is because The New Yorker's metropolitan following goes in for all of those diversified activities which make up the round of metropolitan existence.

**THE
NEW YORKER**

25 WEST 45th STREET
NEW YORK CITY

Chicago and Detroit Groups Hear Bristol and Boyor

The work and progress of the United Action for Employment Campaign was the subject of two joint meetings held at Detroit and Chicago last week. The Chicago meeting was attended by members of the Chicago Advertising Council, the Chicago Association of Commerce, Chicago posts of the American Legion and the Illinois Manufacturers Association.

The Detroit meeting was attended by members of the Detroit Adcraft Club, Detroit Chamber of Commerce, the Michigan Manufacturers Association and Legion posts. Lee H. Bristol, president of the Association of National Advertisers, and Carl Boyor, organizer of the campaign, addressed both meetings. Mark T. McKee, executive director of the campaign, also addressed the Detroit meeting.

Attention was called to the fact that the drive had accomplished nearly 15 per cent of its total objective of putting a million men back to work. Results up to early this week show that 170,000 men have been re-employed through the efforts of the drive.

Made Sales Manager, Modern Grinder Manufacturing

James L. Surpliss, Jr., has been appointed sales manager of the Modern Grinder Manufacturing Company, Milwaukee. He has been covering Midwest States for the company.

Appoints Boston Agency

The Smith & Winchester Manufacturing Company, South Windham, Conn., manufacturer of paper mill and paper bag machinery, has appointed the K. R. Sutherland Company, Boston, to direct its advertising account. Business papers and direct mail will be used.

To Publish "Trade Lanes"

Trade Lanes is a new publication which will be published at 350 Burnside Street, Portland, Oreg. It will cover transportation activities in the Pacific Northwest. A. W. Howard will be publisher and A. C. Albrecht, general manager.

Death of J. H. Sheldon

J. Harry Sheldon, for twenty-three years with the United States Rubber Company, during most of which time he was an assistant sales manager, died recently at Hartford Conn., at the age of sixty-four. He had retired recently from active business.

Heads National Oil Products

Charles P. Gulick has been elected president of the National Oil Products Co., Inc., Harrison, N. J. He succeeds M. A. Richards, who becomes chairman of the board.

Honor Goudy

Frederick W. Goudy, a former bookkeeper who became one of the foremost type designers and printers in the country, was honored on his sixty-seventh birthday on March 7 with a luncheon tendered him in New York by the American Institute of Graphic Arts, the American Union of Decorative Artists and Craftsmen, and many printers, designers and publishers.

Lee Simonson, in sketching Mr. Goudy's career, went back to his working as a bookkeeper in Chicago in 1896 when he designed letters as a hobby in his spare time.

"The main purpose of letters," said Mr. Goudy in addressing the gathering, "is the practical one of making thoughts visible. However, they have as well a decided decorative quality, quite apart from any ornamental treatment of the separate characters."

"Letters need only be simple, well shaped and well proportioned," Mr. Goudy asserted. "Beauty is not to be sought at the expense of practical use."

Zonite Acquires Annette's Perfect Cleanser

The Zonite Products Corporation, New York, has purchased Annette's Perfect Cleanser Company, Boston. "This company was purchased with stock of the corporation acquired in the open market," reports the Zonite company. "Annette's Perfect Cleanser is well and favorably known as a product for the removal of spots and stains of all descriptions. The product is sold through drug, department store and chain-store outlets and represents an item that our organization is in a position to merchandise advantageously."

To introduce the newly acquired product to Zonite stockholders, the company is sending an assortment of sizes to each stockholder.

Appoints Katz Special Agency

The High Point, N. C., *Enterprise* has appointed the E. Katz Special Advertising Agency, publishers' representative, as its national advertising representative.

Leaves Gillette Publishing

Thomas F. Kilroe has resigned as vice-president of the Gillette Publishing Company, Chicago. He has been located at the New York office of that company for several years.

Death of H. R. Corse

Hugh Reginald Corse, sales manager of the Lumen Bearing Company, Buffalo, died recently at the age of fifty-two. He had been with the Lumen concern since 1910.

Eskimo Pie Appoints Hartman

The Eskimo Pie Corporation, Brooklyn, N. Y., has appointed the L. H. Hartman Company, New York, to direct its advertising account.

MARCH MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
Motor Boating	101	43,470
Fortune	66	41,396
House & Garden	63	39,979
Town & Country (2 issues) ..	59	39,019
The Spur (2 issues)	51	33,667
Country Life	46	31,212
The American Magazine	63	26,990
Vanity Fair	42	26,568
Nation's Business	60	25,873
Cosmopolitan	58	25,013
The Instructor Magazine	34	23,233
Arts & Decoration	30	20,160
Popular Mechanics	88	19,600
Better Homes & Gardens	43	19,440
Home & Field	30	19,147
House Beautiful	30	19,136
Christian Herald	26	17,340
American Home	27	17,299
Forbes (2 Feb. issues)	39	16,713
The Chicagoan (Feb.)	25	16,688
Physical Culture	37	15,873
Popular Science Monthly	36	15,656
Redbook	36	15,307
Field & Stream	35	14,872
Motion Picture	34	14,467
The Grade Teacher	29	12,949
American Golfer	20	12,772
Harpers Magazine	54	12,124
Movie Classic	27	11,740
The Sportsman	18	11,646
Sunset	26	11,263
Management Methods	25	10,761
Scribner's	23	9,996
Extension Magazine	14	9,957
Outdoor Life	23	9,899
American Legion Monthly	23	9,706
Polo	14	9,534
Atlantic Monthly	42	9,486
Radio News	21	9,121
Forum	21	9,113
Review of Reviews	21	9,069
Country Club Magazine	14	8,870
True Experiences	21	8,862
Dream World	21	8,848
National Sportsman	21	8,843
Boys' Life	13	8,800
Silver Screen	20	8,455
Travel	13	8,374
True Confessions	19	8,242
American Boy	12	8,202
Life	19	8,119

	Pages	Lines
Hunting & Fishing	18	7,659
American Rifleman	18	7,657
World's Work	17	7,196
Elks Magazine	17	7,187
Modern Living	17	7,103
Picture Play	16	7,007
The Scholastic (2 Feb. is.) ..	17	6,993
Screen Book	15	6,555
Screenland	15	6,482
Psychology	14	6,070
Nature Magazine	14	5,895
Screen Romances	14	5,863
Open Road for Boys	13	5,748
Film Fun	13	5,647
True Detective Mysteries	13	5,381
American Mercury	22	4,894
Magazine of Wall Street (2 Feb. issues)	10	4,474
Rotarian	10	4,198
Outlook	9	4,150
Model Airplane News and Junior Mechanics	9	3,851
Asia	9	3,796
Golden Book	17	3,780
Current History	17	3,712
Street & Smith's Big Seven Group	17	3,696
Scientific American	8	3,531
Young Men	8	3,175
American Forests	8	3,150
Munsey Combination	13	2,940
National Republic	7	2,933
Newsstand Group	13	2,875
St. Nicholas	6	2,500
The Lion	6	2,442
Street & Smith Combination ..	8	1,680
Blue Book	4	1,558

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues)	132	83,750
Harper's Bazaar	98	65,522
McCall's	89	60,687
Good Housekeeping	138	59,199
Ladies' Home Journal	86	58,809
Woman's Home Companion	76	51,637
Delineator	55	37,452
True Story	78	33,290
Pictorial Review	44	29,890
Photoplay	40	17,172
Tower Magazines	36	15,413
The Parents' Magazine	35	14,857
Farmer's Wife	19	12,996
Household Magazine	18	12,419
Holland's	16	11,782
True Romances	25	10,699
Woman's World	15	10,119
Junior League Magazine	20	8,342
Needlecraft	7	4,468
Child Life	11	4,416

	Pages	Lines
American Girl	9	3,934
Messenger of Sacred Heart ..	13	2,912
Junior Home Magazine ...	5	2,233
John Martin's Book	3	1,321

CANADIAN MAGAZINES (February Issues)

	Pages	Lines
Maclean's (2 issues)	44	31,048
Mayfair	37	23,376
Canadian Home Journal ..	31	21,508
Can. Homes & Gardens ..	34	21,383
The Chatelaine	23	16,255
Western Home Monthly ..	23	15,751
The Canadian Magazine ..	19	13,015
Rod & Gun in Canada ..	11	4,624

FEBRUARY WEEKLIES

February 1-7	Pages	Lines
Saturday Evening Post..	58	39,584
Collier's	27	18,193
American Weekly	10	18,091
New Yorker	36	15,296
Time	30	12,882
Liberty	18	7,515
Literary Digest	16	7,113
Business Week	16	7,042
Judge	8	3,575
The Nation	5	2,150
Churchman	2	1,046
New Republic	2	944

February 8-14	Pages	Lines
Saturday Evening Post..	61	41,714
American Weekly	10	18,708
New Yorker	37	16,041
Collier's	21	14,105
Time	24	10,470
Literary Digest	18	8,264
Liberty	17	7,383
Business Week	16	6,864
Judge	7	3,050
Churchman	4	1,866
The Nation	4	1,500
New Republic	3	1,441

February 15-21	Pages	Lines
Saturday Evening Post..	64	43,654
New Yorker	43	18,385
American Weekly	10	18,364
Collier's	26	17,542
Time	38	16,262
Literary Digest	19	8,538
Business Week	16	6,942
Liberty	16	6,800
Judge	10	4,117
The Nation	10	3,800
Churchman	3	1,149
New Republic	2	1,052

February 22-28	Pages	Lines
Saturday Evening Post..	59	40,121
Time	41	17,629
Collier's	25	17,012
American Weekly	8	15,745
New Yorker	29	12,493
Literary Digest	25	11,572
Liberty	20	8,655
Business Week	13	5,720
Judge	6	2,764
The Nation	4	1,700
New Republic	2	943
Churchman	2	778

February 29	Pages	Lines
Time	21	9,211

Totals for February	Pages	Lines
Saturday Evening Post..	242	165,073
American Weekly	38	70,908
Collier's	99	66,852
Time	154	66,454
New Yorker	145	62,215
Literary Digest	78	35,487
Liberty	71	30,353
Business Week	61	26,568
Judge	31	13,506
The Nation	23	9,150
Churchman	11	4,839
New Republic	9	4,380

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (2 issues)	132	83,750
2. Harper's Bazaar	98	65,522
3. McCall's	89	60,687
4. Good Housekeeping	138	59,199
5. Ladies' Home Journal..	86	58,809
6. Woman's Home Comp..	76	51,637
7. Motor Boating	101	43,470
8. Fortune	66	41,396
9. House & Garden	63	39,979
10. Town & Country (2 is.)	59	39,019
11. Delineator	55	37,452
12. The Spur (2 issues) ..	51	33,667
13. True Story	78	33,290
14. Country Life	46	31,212
15. Maclean's (2 Feb. is.)	44	31,048
16. Pictorial Review	44	29,890
17. The American Magazine	63	26,990
18. Vanity Fair	42	26,568
19. Nation's Business	60	25,873
20. Cosmopolitan	58	25,013
21. Mayfair (Feb.)	37	23,376
22. Instructor Magazine ..	34	23,233
23. Can. Ho. Jour. (Feb.)	31	21,508
24. Can. Ho. & Gar. (Feb.)	34	21,383
25. Arts & Decoration	30	20,160



"Gentlemen: There *it* IS!"

CUTTING OPEN A BUSINESS

to get at the real trouble is ticklish work. It is not enough to expose the problem and say "There *it* IS!" Advertising diagnosis must go on to the point where the practitioner says with confidence, "*And here is the remedy.*"

Creative Research is more than a phrase with us. It is a method of approach. We believe that our clients' problems deserve the continuous attention of the best talent at our command. That is why so much Blackman field work is done by creative thinkers rather than by mere fact-finders.

We invite you to ask how Creative Research might be applied to your own advertising. So we repeat below our name and address. Telephone: Ashland 4-9100.

THE BLACKMAN COMPANY

ADVERTISING • 122 E. 42ND ST., NEW YORK, N. Y.

FOUR-YEAR RECORD OF MARCH ADVERTISING

	1932 Lines	1931 Lines	1930 Lines	1929 Lines	Total Lines
Town & Country (2 issues)	39,019	70,950	108,345	102,853	321,167
House & Garden	39,979	61,611	86,481	112,021	300,092
Country Life	31,212	55,776	81,656	104,105	272,749
Arts & Decoration	20,160	41,580	68,292	64,470	194,502
House Beautiful	19,136	31,935	58,283	73,092	182,446
Nation's Business	25,873	38,217	58,288	56,500	178,878
Vanity Fair	26,568	32,716	46,933	62,585	168,802
American Home	17,299	33,180	53,414	56,133	160,026
Maclean's (2 Feb. issues)	31,048	44,202	43,380	40,937	159,567
The American Magazine	26,990	33,466	40,021	37,685	138,162
Cosmopolitan	25,013	34,271	39,650	38,928	137,862
Popular Mechanics	19,600	24,752	34,776	39,312	118,440
Better Homes & Gardens	19,440	30,374	28,320	36,978	115,112
Forbes (2 Feb. issues)	*16,713	*19,089	*33,609	44,491	113,902
Popular Science Monthly	15,656	20,409	31,805	35,526	103,396
World's Work	7,196	17,875	23,238	46,504	94,813
Christian Herald	17,340	20,916	*26,095	*29,899	94,250
Review of Reviews	9,069	15,938	27,147	36,036	88,190
Field & Stream	14,872	17,373	25,311	23,344	80,900
Physical Culture	15,873	17,109	20,214	27,050	80,246
Harpers Magazine	12,124	17,192	23,408	25,564	78,288
Redbook	15,307	15,768	19,254	24,389	74,718
The Chatelaine (Feb.)	16,255	17,364	17,789	20,706	72,114
Motion Picture	14,467	15,728	16,873	19,611	66,679
Atlantic Monthly	9,486	15,094	18,096	21,773	64,449
Forum	9,113	13,075	20,706	20,305	63,199
Life	8,119	†11,817	†15,163	‡25,815	60,914
American Boy	8,202	12,786	18,498	20,092	59,578
True Detective Mysteries	5,381	14,393	19,403	17,465	56,642
Outdoor Life	9,899	12,814	17,958	14,386	55,057
National Sportsman	8,843	11,977	16,166	14,639	51,629
Scribner's	‡9,996	9,417	12,473	16,178	48,064
Boys' Life	8,800	11,646	13,134	13,208	46,788
Sunset	11,263	11,760	10,638	7,873	41,534
Extension Magazine	9,957	11,934	8,460	9,248	39,599
Screenland	6,482	10,658	7,984	11,560	36,684
Outlook	4,150	†7,303	†10,417	†12,475	34,345
American Mercury	4,894	5,222	9,067	11,159	30,342
Open Road for Boys	5,748	6,878	7,970	6,627	27,223
Scientific American	*3,531	*4,528	6,789	6,939	21,787
Munsey Combination	2,940	4,032	5,264	5,376	17,612
St. Nicholas	2,500	4,564	3,289	2,789	13,142

Totals 625,513 907,689 1,234,057 1,396,626 4,163,885

*Smaller Page Size. †Five March Issues. ‡Four March Issues. ‡Larger Page Size.

WOMEN'S MAGAZINES

Vogue (2 issues)	83,750	111,685	†148,938	†204,430	548,803
Ladies' Home Journal	58,809	89,559	106,957	101,182	356,507
Harper's Bazaar	65,522	78,671	94,334	93,945	332,472
Good Housekeeping	59,199	67,664	75,459	81,331	283,653
Woman's Home Companion	51,637	64,109	77,984	56,255	249,985
McCall's	60,687	59,769	69,424	53,985	243,865
Delineator	37,452	53,461	49,765	43,720	184,398
Pictorial Review	29,890	46,157	47,905	47,600	171,552
True Story	33,290	37,917	36,733	37,219	145,159
Photoplay	17,172	22,625	23,940	21,663	85,400
Household Magazine	*12,419	*16,454	*19,049	17,312	65,234
True Romances	10,699	15,220	17,911	17,442	61,272
The Parents' Magazine	14,857	16,195	14,386	14,174	59,612
Woman's World	10,119	13,703	17,896	16,989	58,707
Needlecraft	4,468	6,287	11,220	11,778	33,753
American Girl	3,934	5,992	7,608	6,436	23,970

Totals 553,904 705,468 819,509 825,461 2,904,342

†Three Issues. *Smaller Page Size.

WEEKLIES (4 February Issues)

Saturday Evening Post	165,073	197,955	263,493	253,361	879,882
New Yorker	62,215	75,774	92,340	95,034	325,363
American Weekly	70,908	78,713	73,674	75,839	299,064
Collier's	66,852	82,776	77,164	59,349	286,141
Time	‡66,454	59,775	86,817	56,780	269,826
Literary Digest	35,487	41,620	62,555	75,696	215,358
Liberty	30,353	32,532	38,326	42,615	143,826

Totals 497,342 569,145 694,299 658,674 2,419,460

‡Five Issues.

Grand Totals 1,676,759 2,182,302 2,747,865 2,880,761 9,487,687

44

NEW

ADVERTISERS

HOME & FIELD, in the first quarter of 1932, published the advertising of 44 new accounts, including the following:

Pierce-Arrow
 Lincoln
 Studebaker
 Weyerhaeuser Forest Products
 Hoffman Specialty Co.
 Heatilator Co.
 Fostoria Glass Co.
 Wm. H. Jackson Co.
 Atchison, Topeka & Santa Fé Railway
 Erskine-Danforth Corp.
 Intourist, Inc.
 Wm. Tricker, Inc.
 Eleanor Beard, Inc.
 Peter Henderson & Co.
 Hixon Peterson Lumber Co.
 American Fence Construction Co.

HOME & FIELD offers national advertisers a steadily growing and responsive class market at economical cost.

HOME & FIELD

572 MADISON AVENUE, NEW YORK, N. Y.

watch it grow - grow with it



lea

The Little Schoolmaster's Classroom

THE Schoolmaster has lived through perhaps a half dozen depressions. One feature stands out in his mind as he reviews them, and that is the amazing similarity of the circumstances surrounding each. As each depression bogged down on the country, the same dire predictions concerning the future were made, the same panaceas proposed.

This impression was heightened by a visit he made to an exhibition at Columbia University, called "Depressions the World Has Lived Through."

This unique exhibition contains 150 volumes on depressions that have visited the world since the seventeenth century. Each volume declares, with positive assurance, that the depression it describes is the worst ever visited upon mankind. Each is certain that the world will never again commit the same miscalculations that resulted in the existing economic ills. And every one proposes planning commissions, supreme economic councils, five-, ten- and fifteen-year plans and other familiar cure-alls.

There is an English book, written in 1842, which concerns itself with the question of over-production and under-consumption. It bears the intriguing title: "Not Over-Production, but Deficient Consumption, the Source of Our Sufferings." That the farmer had his champions as far back as 1816 is indicated by another volume entitled: "A review of the Present Ruined Condition of the Landed and Agricultural Interests." And in 1700 a self-appointed economic adviser wrote a letter to Parliament laying the blame for the economic troubles of that day and age on faulty management!

Students may conclude that a collection of books on panics and depressions would be a morbid and depressing exhibition. To the contrary, the Schoolmaster found it cheering and stimulating. Somehow, there is a big chunk of satisfaction in such tangible and

weighty evidence of the fact that the world has lived through so many crises, each one of which supposedly marked the end of the then economic order.

* * *

The Schoolmaster has heard about an attempt at free publicity that is unquestionably entitled to the prize.

It seems that a recent free publicity release endeavored to make a news lead of the fact that an advertiser had forsaken other mediums to go 100 per cent radio.

If the opening paragraph wasn't acceptable to editors, they could help themselves to the further free copy material which declared that the new program "will reach a greater group of persons than were formerly reached by newspapers and magazines."

One Class member—a newspaper desk man—read this far and got so mad that he couldn't talk about, much less act upon, what he considered a galling error of tactlessness. Yet it evidently was seriously thought by the sender of the free publicity that the money spent in circulating it would be recovered by the space that would be given it.

What was it that somebody said about rubbing the fur the wrong way?

* * *

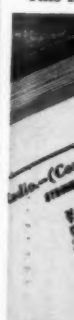
A certain advertiser not long ago ran a contest appealing to women. The prizes were nationally advertised household devices such as electric irons and stoves. The advertiser thought it would be advisable to select as one of the judges the publisher of one of the women's magazines in which the advertising was to appear.

Several hundred of the best entries were submitted to the judges when the contest was over. The magazine publisher, when he received the entries, saw an opportunity. He took all of the names and addresses, to be used by his circulation department as a mailing list, and also listed the product

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in you

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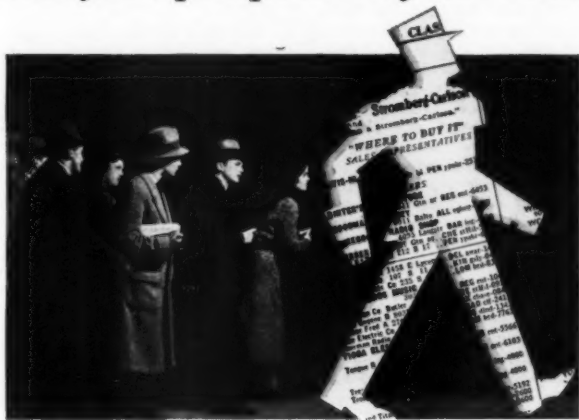


Complete
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"WHERE TO BUY IT"

leads your prospects to your dealer



... It insures against waste in your advertising.

Don't expect prospects to "shop around" for your local dealer. Don't risk losing those sales. Tell prospects exactly how and where to find your dealers—through "Where to Buy It" service.

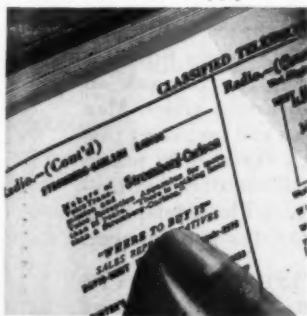
This is how it works: (1) your au-

thorized dealers are listed *under your trade name* in the classified telephone books wherever you have distribution (2) your advertising and broadcasting then directs prospects to these local listings.

Thus you make it easier for prospects to buy your product. Results from your advertising are made more certain. Dealer franchises become more significant. Substitution is made more difficult. Competitors are less likely to profit by your advertising.

"Where to Buy It" fills a long-felt merchandising need. That's why advertisers such as Alliance Insurance, Raybestos, Goodrich, Remington-Rand, Mimeograph, Greyhound Lines and R. C. A.-Victor use it.

Investigate this plan. Ask your agency for full particulars, or write or telephone: Trade Mark Service Manager, American Telephone and Telegraph Co., 195 Broadway, New York, N. Y., (EXchange 3-9800); or 208 W. Washington Street, Chicago, Ill., (OFFicial 9300).



Complete the "buying circuit!" Mention "Where to Buy It" in your advertising. Better yet use a picture like this.

prizes which the contestants selected in advance should they be among the winners.

Two products headed the list by a large majority. To the manufacturers of these which were not advertised in this particular magazine, the publisher wrote a high-pressure letter of solicitation, using the results of the contest as an opening paragraph.

Not a word did this publisher say to the company that had conducted the contest. When the company finally found out about it, this publisher's magazine was dropped from the list.

The advertiser felt, rightly, that the contest entries were his property and that their use as a mailing list by anyone else was a breach of faith with the contestants.

* * *

Much has been written and said about "trading up." The Schoolmaster recently talked with a sales manager whose big idea is "working up."

Working up is working out well in sales for his company. What it means is this: salesmen are instructed not to stop with buyers, but to keep on working up through merchandise managers and department managers, till they reach the presidents of the department stores they sell.

As part of this plan, salesmen are instructed to be on the watch everywhere for selling ideas and other things of interest to store owners. They make a special effort to gather information of real value. At headquarters where reports are continually coming from salesmen, the best of the interesting news and ideas that come in is compiled and broadcast to all the sales force.

Now it is getting to be so that a salesman calling on a buyer is often told by the buyer that Mr. White, the department manager, or Mr. Black, head of the store, wants the salesman to be sure to see him before leaving. These contacts not only build good-will for the house

◆ WANTED ◆

EXPERT VISUALIZERS *of Lithographed Window Displays*

OWING to the increase in our business we would like to get in touch with absolutely first-class visualizers of Window Displays to work on a "free lance" basis as occasion arises. Men capable of taking our ideas and preparing preliminary miniature rough sketches in pencil showing arrangement of illustration, text matter and possible construction. Please telephone Mr. KULAY, Art Director, for appointment.

RONALDS ADVERTISING DISPLAYS

A Division of RONALDS RE-SALE AGENCY, Inc.

527 Fifth Avenue, New York • Phone VAnDerbilt 3-2981

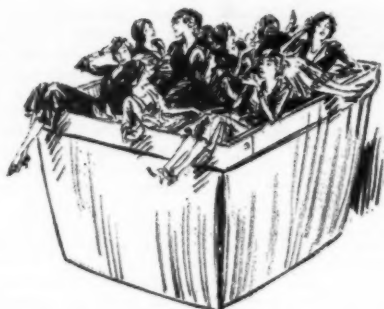
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THE TOP LAYER

With astounding frequency, Needlecraft receives orders for needlework patterns signed by impressive names. The Social Register, the government, the first ranks of important women's organizations are all represented to an extent that gives gratifying evidence that leaders among women read, study, and use Needlecraft regularly.

But this is "top layer" circulation.

It would be false logic to draw any general conclusion about Needlecraft's million circulation from the character, wealth and position of a few subscribers.

Two conclusions, however, are sound:

1. A magazine that helps build homes for Park Avenue women is not "keyed down" to the woman "out in the sticks." And no one appreciates that more keenly than said woman in the sticks.

2. All women who like to do needlework, regardless of their positions, are sisters under their skins. They all have acquisitive habits. They want better quality, unique design, fine workmanship. They are willing to work to get them. The acquisitive woman, in good times and bad, is an active market for advertised merchandise.

Needlecraft's new Two-Year Plan enables advertisers to reach acquisitive women at attractively low rates.

NEEDLECRAFT

ARTHUR W. STOCKDALE, Advertising Manager
Chrysler Building • New York

OUR LOSS IS YOUR GAIN

YOUTH, plus just the right kind of experience, is available for some advertiser in New York or New England who can use it now. This young man has had five years of newspaper work, circulation promotion and advertising, and five years with us, creating and selling the highest type of direct advertising and sales promotion campaigns. He thinks and writes along sound merchandising lines, and knows direct mail. 30—married—Christian—college trained—and a gentleman in every sense of the term. I will gladly give you further information or put you in direct touch.

**F. L. M.—The Barta Press
Cambridge, Mass.**

Lost in Depression Ten Per Cent Net Profit

FOUND—A sales offset that restored it in:

"POWERS THAT MOVE MEN TO ACTION"

Mailed Without Charge on Letter-Head Request

ROBERT RUXTON

10 High Street

Boston, Mass.

**Net paid circulation
now 20,918**

(A.B.C. Dec. 31, 1931)

Advertising Rates: Page, \$135; half page, \$67.50; quarter page \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

(Weekly)

185 Madison Avenue
New York City

among the higher-ups of the stores, but they also encourage the buyer to believe that any orders given are likely to get a prompt O. K.

Moreover, in the process of exchanging ideas and information with store executives, salesmen have picked up many suggestions that have enabled the company to improve upon its merchandising and sales promotion. The company has gained more than these extra efforts to be helpful have cost it.

* * *

The New York Telephone Company has built a little movie house which is housed in its main building. It seats seventy people and serves a variety of purposes, the principal one being the entertainment of visitors.

The telephone company is eager to have people go through its plant and get an inkling of the immensity and complexity of the service that is back of the telephone instrument. It has a continuous stream of visitors and a highly developed system for showing them around.

The visitors start at the top floor of the many storied structure. When they get about half way down, they may be a trifle tired, especially the women folk. The company wondered what it could do about it.

Then the idea of a miniature motion picture house occurred. The company had developed a large variety of films, all of them highly entertaining and none of them surfeited with telephone propaganda. Why not show some of these pictures to the visitors and thus further instruct them while they rested? A final touch was added to the plan by having the president of the company make a special film, welcoming the visitors.

The theater is also used to display special films to employees. From this angle alone it has been found to be an excellent investment, and the Schoolmaster can easily see the reason.

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Another aspirant enters the lists of those interested in registering records for long-time continuous advertising in one publication. Class member Logan M. Waterous, sales

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manager of Waterous, Ltd., sub-
mits a record of fifty-one years of
continuous, uninterrupted advertis-
ing in the *Canada Lumberman*.

The first issue of this publication
was dated October 15, 1880, and
carried a Waterous advertisement.
The company has been represented
in every issue since that time.
While the company cannot equal,
in number of insertions, the records
reported by other advertisers,
Mr. Waterous believes that fifty-
one years uninterrupted advertising
in one publication constitutes a
record for others to shoot at.

It is a long way back to 1880.
Nevertheless, records seem to be
something that the Class is ever
ready to challenge.

Another Radio Theme Song Is Registered

PRATT & LAMBERT, INC.
Varnish, Enamel & Lacquers
BUFFALO, N. Y.

Editor of PRINTERS' INK:

Will you kindly be good enough to
add to your register of radio theme
songs, "Blue Room" in the name of
Pratt & Lambert, Inc.?

W. P. WERHEIM,
Vice-president.

New Accounts to Mortimer Lowell

Joseph S. Barker, New York, has ap-
pointed the Mortimer Lowell Company
of that city, to direct the advertising of
Parafum, a new insecticide in cake form.
The General Cosmetic Company, New
York, has also appointed the Lowell
agency to direct the advertising of its
Parfumes Vouret cosmetics.

Joins Winningham Agency

Colin M. Selph has joined the new
business department of C. C. Winning-
ham, Inc., Detroit advertising agency.

Your "Ad" at Her Fingertip

HERE'S an advertising "medium"
with just about the longest possible
"life" and the most constant "visibility"
in the home.

A practical souvenir for women that is
truly welcomed—and you know that it's
the women who's the family purchasing
agent.



Send Coupon for Samples

The Atlas-Ansonia Co.
58 Grant St., New Haven, Conn.

You may send us samples and prices

Name.....

Company.....

Address.....

New Low BOOKLET PRICES

Printed on 70-lb. Enamel Book Paper

Printed in Black Ink	5 M	10 M	25 M
4 Page Folder 6x9...	\$22.50	\$34.25	\$73.75
8 " " " 6x9...	41.00	66.50	149.75
16 " " " 6x9...	78.75	133.50	239.50
32 " " " 6x9...	140.25	235.25	492.00

Small Publications Desired

Rue Publishing Co., Denton, Md.

AS LOW AS
36¢ PER
100 PIECES
2¢ EACH ADD.
100

"IMPRINTING"

DEARERS FOLDERS, LETTERHEADS, ETC.
REFERENCES: MANY LABELS HAVE BEEN NOW SHIPPED.
ORDER FOR YOUR ORDER
ADVERTISING SERVICE CO
215 CHURCH STREET NEW HAVEN CONN

COMPLETE 24
HOUR SERVICE
BALANCE, SHIPPING,
DISCOUNT, REBATE
INCLUDED

"GIBBONS knows CANADA"

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Trade Paper Publishers

Will represent a publisher in Eastern territory. Successful background of aggressive selling. For complete information inquire

M. I. Circle, 50 Broad St., New York City

Business Paper Publishers, Note

Advertising salesman with 10-year record of sales executive work and direct selling to industry—four years as sales representative of two leading technical papers in New York and Phila. territory—seeks connection as publication representative with trade or business paper publisher. Box 878, P. I.

Manufacturer Wanted seeking sales outlet for product of merit by sales organization accustomed to handling volume. Will create sales plan, test sale ability and take complete charge. Remuneration on a volume basis only. Sold over \$3,000,000.00 merchandise in three years in metropolitan area. Concern invites thorough investigation. Box 877, P. I.

EMPLOYMENT SERVICES

"If I had you to handle my case for me, all the time and money I wasted would have been saved. The position I secured thru you had been waiting for me for months. You certainly reach the proper officials in major corporations and do everything possible to sell your \$5,000-\$50,000 clients to good companies." Penn has helped thousands. Penn can help you, too. Consult Penn today. **JACOB PENN, INC., 535 5th Av., N.Y.C.**

HELP WANTED

ADVERTISING or SALES MANAGER who has had experience in marketing dyes for home use. On the order of Tintex, Diamond, Rit, Putnam, etc. Box 885, Printers' Ink.

SALESMAN

Established typographer will offer exceptional opportunity to man with good connections. Box 889, Printers' Ink.

Wanted—Art Director

A moderate-sized, busy agency, with a wide variety of accounts, wants a man to head its Art Department.

Must be able to make finished visuals, know modern type and type layouts, as well as mechanical production.

The right man can make a permanent place for himself and become an important factor in a growing organization.

Initial salary, will not exceed \$5.00
Send detailed account of past performances—but no samples until we ask for them. Box 883, Printers' Ink.

A LARGE ELECTROTYPE COMPANY HAS OPENING FOR TWO SALESMEN. Men with following with advertising agencies, or printers preferred. Men who have sold paper, printing-ink or engravings may also apply. Salary or commission or both. Box 902, P. I.

ACCOUNT EXECUTIVE

Do you want to increase your income? Can you earn this increase? Are you willing to show me? To an actual account executive (not a would-be) now employed I will pay the very highest price. Am interested in New England and New York accounts. Shall we trade? Confidential. Box 896, P. I.

MISCELLANEOUS

ADVERTISING COURSE—Study at home by correspondence; learn easily and quickly in spare time; practical work; no textbooks; low tuition, easy terms; backed by internationally known 26-year-old advertising syndicate; send for inspiring free booklet, "Advertising Makes Millions." Vincent Edwards Institute of Advertising, 342 Madison Ave.

POSITIONS WANTED

Visualizer-Artist—Extensive experience on national accounts. Can produce ads comprehensives and finishes. Full or part time, or free-lance. Reasonable. Box 892, Printers' Ink.

ARTIST—Young man modern layouts, finishes, lettering, furniture, household equipment, mechanical objects, booklets, letterheads, production, part time acceptable. Box 886, Printers' Ink.

AI ALL AROUND ARTIST

Visualizer, writer, contact-man. Veteran. Snappy results. (Recently \$4,800). \$28.85 weekly, anywhere. Box 898, Printers' Ink.

MERCHANDISING EXECUTIVE

College graduate, age 32. 2 years selling trade; 4 years mds. executive Young & Rubicam; 3 years own agency; 2 years sales & adv. manager drug product. Offers services at bargain to agency or mfr. any city. Box 897, Printers' Ink.

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PRINTERS' INK

125

ADVERTISING MAN—34, available at once. Twelve years agency and general advertising experience. Seven years with present firm. Prefer middle west. Box 893, Printers' Ink.

ARTIST—Experienced on national accounts, visuals, layouts, typography, fine figure and general advertising illustrator, desires connection with N. Y. agency or advertiser. Box 887, Printers' Ink.

WRITER (\$9)
Christian; college education. Seven years experience with two firms. Will **DEMONSTRATE** ability before accepting position. Box 894, Printers' Ink.

Sales Promotion and Mail Order Copy That Bells—former key man leading agencies has interesting story of outstanding experience in copy writing, analysis, layouts, etc., N. Y. man. Box 895, Printers' Ink.

ARTIST—VISUALIZER—DIRECTOR
A practical advertising man with merchandising viewpoint, executive experience. A competent creative artist, ideas, comprehensives, finishes. Part or full time. Box 891, Printers' Ink.

DISPLAY
Window and counter—first rate, experienced art designer—Figure—Lettering—Decoration—Construction—Excellent colorist and idea man—Position or free lance—New York. Box 900, P. I.

Display Adv. Mgr.—10 years' experience creating window displays, cutouts, etc., and carrying through production in proper printing media. Knowledge of merchandising to distributors or dealers. Also general adv. experience. Box 881, P. I., Chicago Office.

POSITION WANTED IN MARKETING RESEARCH
Qualifications: Regular College course and two years of graduate training in commerce. Six years of University teaching and three years as director of market studies for a large corporation. Best of References. Box 901, Printers' Ink.

Advertising Salesman—wide experience, successful background in general and class magazine and trade publication work; have managed advertising department; established and managed New York City branch office; available for publisher or other needing first-class man; highest references; strict confidence. Box 890, P. I.

I'VE GOT THE JITTERS

I'm now filling a job that's as shaky as an Oriental dancer. If someone'll relieve this tension, I'll show them what *ideas* and hard work really are. At it 11 years—an extensive experience in all branches, specializing in newspaper and direct mail. Manufacturing, retail, and 5 years' newspaper promotion (some national back-patting on the latter). Age 30, family, educated, reasonable. Write for samples. Box 882, Printers' Ink.

YOUNG MAN, TWENTY* YEARS—three years' business experience—eager to begin in advertising agency. Will work without remuneration until earning ability is proven. Box 899, P. I.

SECRETARY-ASSISTANT TO SALES MANAGER OR PUBLICITY EXECUTIVE—Executive type woman, six years' experience sales office, accustomed to handling customers tactfully, running office and selling product during absence of sales manager, wants to assist busy executive. Excellent correspondent, knows stenography, typing. College background. Box 879, P. I.

TRADE JOURNAL BUSINESS MANAGER available April 1st (or sooner). Twenty years' experience, seven in present location, in every department of trade journal work (except editorial). Capable of taking complete charge as publisher. Will accept part interest in lieu of portion of salary, or contract on profit-sharing basis. Address Box 880, Printers' Ink.

THIS IS YOUR MAN:

Skilful and experienced copy writer, advertising executive, director of publicity, direct mail and sales promotion man connected with both manufacturer and advertising agency desires opportunity to show his worth to a firm that can use a hustler and a man who knows how to prepare advertising that will bring results from dealers. Box 884, P. I.

**Valuable
Files . . .****of Sales and
Advertising Data**

THESE files are maintained by thousands of manufacturers and advertising agencies who have purchased to date 12,170 binders to keep in an orderly manner their copies of **PRINTERS' INK WEEKLY** and **PRINTERS' INK MONTHLY** as they come in.

When you want to refer to a certain issue, it can be easily found; no confusion or a mass of loose copies to go through. Sales and advertising information at your finger-tips.

These attractive binders sell at cost
The Weekly, \$1.25 postpaid, holds nine or more copies; the Monthly, \$2.00, holds eight copies.

**Printers' Ink
Publications**

185 Madison Ave., New York

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